

PRINTERS' INK

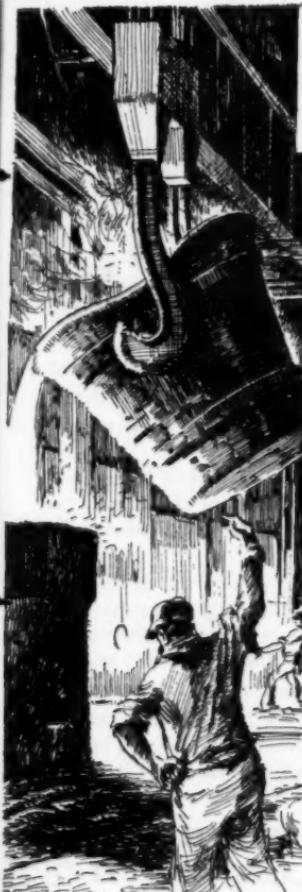
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A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXV, No. 7

NEW YORK, MAY 19, 1921

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"The Barometer of Business"

As a basic industry, the iron and steel trade reflects general conditions with fair accuracy. In dull times, the usual attitude of the industry is one of passiveness, if we except occasional price reductions and tying up of loose ends.

The Inland Steel Company, of Chicago, does not believe in passiveness. When times were good, Inland made them better by advertising. Now that dull times are upon us, Inland still advertises. Every prospective buyer within Inland's territory will, at some time, see the Inland newspaper advertising. Even if he cannot buy now, he will sense the Inland spirit, which is of service that is exceptional and worth remembering.

Any manufacturer with the courage of his convictions will find in N. W. Ayer & Son a timely and able ally, though markets rise and fall.

N. W. AYER & SON
ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

From an aeroplane over New York you could see 324 Interborough sights like this every night and morning!



"They all know where they're going and read Car Cards on the way"

From each avenue and cross-town street of Manhattan, from Brooklyn, and the far reaches of the Bronx, the Interborough draws the hustling, hurrying throngs for transportation to work.

The business man, the shop girl, and the day laborer alike, must reach their work at nearly the same hour. There is no other solution. The geography of the narrow island of Manhattan compels the use of this vast system.

Each day the Interborough carries 2,801,521 persons.

Practically all of these riders are long-distance, time-to-read passengers. Wherever, whenever, they go, posters and car cards invite their attention—and get it.

Interborough Subway and Elevated Advertising — *Controlled by*

ARTEMAS WARD

Trading as **WARD & GOW**
50 Union Sq. — New York City

Issued
Published
June 23

VOL. C

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXV

NEW YORK, MAY 19, 1921

No. 7

Advertiser Shows Retailers How to Do 58 Per Cent of Their Business in Off Months

United States Tire Company Devises Ingenious Quota System to Get Dealers to Back Up Its Advertising

By John Allen Murphy

EVER hear of a manufacturer having a sales quota system for his retail dealers? Perhaps you have, for such things have existed. But as a rule quota plans of this sort have been nebulous affairs, of so indefinite a character that they accomplished little in the way of sales stimulation.

If crops were good in the Northwest, salesmen were expected to increase dealers' orders 20 or 30 per cent. If the copper business was booming, it was supposed that retailers in northern Michigan would be able to buy vastly more than they would in a bad year. Every salesman has in his mind a rough idea of about how much his regular customers should buy. Such estimates, however, could hardly be dignified with the name "quota." During times of merchandise scarcity, such as we experienced during the war, goods were rationed out to dealers on the basis of their purchases during normal times. But neither could these allotments be called quotas. In fact, when you come to look into the matter, you will find that the scientific sales quota, as it is understood in the sales world, has not been used to any great extent in helping the retailer with his problems.

All the more reason, therefore, why we should be interested in the quota plan campaign recently

started by the United States Tire Company. This is an elaborately and carefully worked out scheme to get the dealer to back up the company's advertising to the limit and thus to enable him to get every last dollar's worth of business that his territory should produce. As an example of the intensive advertising and sales methods that are coming back into business, this is a story of very real significance at this time. It goes much farther than the usual practice of getting the dealer to advertise locally, to make window trims and to use the various "helps" that most manufacturers are so liberal in furnishing him.

The gist of the United States Tire Company idea is to show the retailer exactly how much business he should do, and then it tells him exactly what methods to employ to attain his goal. It works out the plan for him in A B C fashion, so simply and so clearly that even a dunderhead should be able to follow it. The retailer is shown unmistakably that if he will buy and sell his tires on the quota plan he is sure to be a successful tire merchant.

The last automobile census showed 7,523,664 automotive vehicles in the United States. When a similar census was taken six years ago, there were 1,253,034 cars listed. The increase has been

more than 500 per cent. These figures give the necessary data for the working out of the quota plan. Naturally tire business will be proportionate to the number of motor vehicles in use. This tire manufacturer asks the retailer to fix in his mind how much of an increase he expects to do this year. "But to be very conservative," it counsels him. "Let us assume that you fix your quota for 1921 at 20 per cent over your 1920 sales. Many dealers will expect a 30, 40 or 50 per cent increase.

"If, for example, your 1920 tire sales were \$7,500, at a 20 per cent increase, your 1921 quota is \$9,000—and you shouldn't be contented with a dollar less. But these are 'general' figures, you say. You need the data on your own locality. Correct you are. And we have the data for you. Our salesmen have been using these figures successfully and there's no reason in the world why they shouldn't be even more valuable to you.

"Suppose, for a few minutes, that you are a United States' dealer in Danville, Ill. The census figures on file in our office show:

Ford cars	1386
Other cars	1839
Total	3225
Solid tire trucks	121
Motorcycles	66

The company has figures like that for every territory in the country, and is thus prepared to give the dealer his quota, not in generalities, but in cold mathematical terms. To approach any degree of scientific accuracy, a quota should be founded on statistical knowledge, and in the case of a quota for dealers, this information will not be very helpful unless it is based on statistics applying directly to the dealer's own territory. Being able to work out these statistics for every dealer's own trade bailiwick is what makes the tire company's quota plan so practicable.

The company's own salesmen operate on a quota arrangement. Their annual quota is one tire and one and one-half tubes for every

automotive vehicle in their territories. That is also a good guide for the retailer to follow. Thus in the Danville territory the United States' dealer could set his mark at 3,412 tires, consisting of 3,225 pneumatics, 121 solid tires and sixty-six motorcycle tires. With these figures definitely known, the tire merchant has his sales programme blueprinted for him.

"HOW DOES ALL THIS HELP ME?"

Perhaps you will stop reading at this point and say, "That's a fine idea for a tire manufacturer, but how could I use the plan in my line? The tire man has an advantage on me. Since motorists have to take out a yearly license and thus register, the number of automotive vehicles in every county is a matter of record. These figures are being used by many concerns in the automotive industries as the basis of their campaigns. Car manufacturers are using the statistics for arriving at the amount of possible replacement business in any one territory. Accessory manufacturers are using them to discover their potential market. The oil companies are using them. I believe it is the Sun Oil Company that has armed its salesmen, in some territories at least, with registration figures translated into every sort of sales argument. The number of automotive vehicles in the territory is obtained. Then the average number of quarts of lubricating oil a motorist would use yearly is calculated. These per capita consumption figures are multiplied into the wholesale requirements of the territory and placed on a money basis. The cost of doing business is shown. This is deducted from the gross profit, thus leaving the net. In this way the salesmen are able to show with mathematical precision just how much the Sun representation is worth to the dealer.

"As I said before, this is fine, but it isn't of much help to the fellow outside of the motor industry. Men who wear Arrow collars are not registered. The eaters

*Why do you and your family
think well of these products?*

IT'S a fairly safe bet that you *do* think well of any product bearing the Del Monte, Beech-Nut or Borden label. So does your grocer. And advertising of the right sort—backed by good products—has been the force which has created much of this good will.



We are preparing the advertising for these companies. We believe we know the grocery and food market.

Have you a non-competing product of quality to be sold through the grocery trade? If so we can offer to you the same facilities that are behind the advertising of these well known brands.

We would like to explain in detail what these facilities are.



THE H. K. McCANN COMPANY
Advertising · 61 Broadway · New York
CLEVELAND · SAN FRANCISCO · TORONTO



of dollar and a half chocolates do not have to be registered, and so it is with dozens of other lines I might mention. The manufacturers in these fields may be able to make up quotas for their retailers, but in the absence of accurate statistical information the quotas they assign can be only guesses."

What this hypothetical interlocutor says is partly true. The automotive manufacturer has an advantage because of the registration figures which exist. Just the same, the principle of dealer quotas is entirely correct, and can be applied with some modification to many different types of enterprise. This will be shown as we go on with our story.

A MONTHLY QUOTA TABLE FOR
DEALERS

Generally speaking, tires are regarded as seasonal sellers. Off-hand an outsider might say that practically all tires are sold during the summer months. As a matter of fact statistics show that only 42 per cent of all sales are made during the best three months. Extensive compilations which have been made show that, on the average, a retailer's tire sales will run throughout the year about as follows:

January	4 per cent
February	5 per cent
March	5 per cent
April	9 per cent
May	13 per cent
June	15 per cent
July	14 per cent
August	12 per cent
September	10 per cent
October	5 per cent
November	4 per cent
December	4 per cent

There may be some slight variations from this table in certain sections, but on the whole the figures are a pretty fair index of the portion of his yearly business the dealer should do each month. In urging the United States' dealer to use this table, the company explains:

"Tire dealers who have made use of this pro-rating find that it does a great deal toward discouraging the tendency for indifferent sales effort during the slack months. If a tire dealer does not

know the normal distribution of tire sales throughout the entire year, it is the most natural thing imaginable for him to sit back until the rush summer months come. Then there's a frenzied effort to make a whole year's quota in sixty or ninety days. If by the end of March, for example, you find your sales running behind your quota, that is the time to go out after more business to catch up."

What a whale of an idea there is in this table for manufacturers in other fields! Please get that, Mr. Interlocutor. Hundreds of lines are regarded as seasonal. Many industries with products of this kind have been finding out during the last few years that the seasons during which their goods can be sold are not so short as they formerly supposed. Their seasonal troubles, therefore, were largely self-imposed and in some cases altogether imaginary. In a few instances merchandise was almost forced to be seasonal because no attempt was made to sell it except during those few weeks or months that tradition had laid down as the time that the stuff would be bought. If they had only tried to sell it at other times they would have been surprised to find that people would buy it.

A star example of a business that suffered from these self-inflicted limitations is toys. Everybody supposed that toys could be sold in volume only before the holidays. To be sure, a few playthings sold throughout the year, but some merchants imagined that this through-the-year business was not worth bothering with. In those stores where toys were handled it was the custom to begin showing them a day or two after Thanksgiving, to feature them hard until Christmas and then to side-track this department for another year. Finally a few distributors picked up enough courage to display toys about the middle of November. Of course they sold. Next year they showed their toys the first of November, and the year following early in October. In each instance the

When your product is introduced to the housewife

by Needlecraft Magazine, you are
being introduced by a friend.

The basic policy of Needlecraft is
to help women to help themselves.
A million women pay for Needlecraft
solely for what it can do for them in
the way of home help and advice.

Their gratitude for the friendly
assistance Needlecraft gives them is
expressed in practically every one
of the thousands of letters received
by the Editorial Department every
year. And—

"One Woman Tells Another"



Member A. B. C

playthings began moving as soon as displayed. Then a few shrewd merchandisers, such as the F. W. Woolworth Company, began experimenting with toys on the other side of the holidays. They discovered that a splendid toy business begins to develop about the middle of January. The explanation of this is that as soon as Christmas playthings are put out of commission the youngsters set up a howl for more. It wasn't long before many retailers were pushing toys all the year round.

A LENGTHENED SELLING SEASON
TRIPLED SALES

Toys did not sell during a longer period in the old days for no other reason than that they were not displayed early enough in the year. This same condition applies to many other seasonal products. I learned this lesson very early in my retail experience. In those days we handled fireworks. The first year of my experience with the merchandise I planned to put it on display about June 28. Along about June 10 a farmer came in and said he would like to buy some fireworks. I told him we would not have them on sale for over two weeks. "That won't do me any good," he retorted. "This is my last trip to the city before the Fourth."

Receiving this information I took him down to the stockroom, and with his assistance unpacked a few cases of firecrackers, candles, rockets, etc. To my utter amazement, the man bought over a quarter of my entire stock. It seems that he was staging a family reunion that year and wished to do the event right.

I lost no time in getting the remainder of my stock on the sales floor. In less than a week it was so badly depleted that I had to wire the wholesaler for a triplicate order. By getting the goods out early, for which the farmer deserves the credit, I did three times as much business as I had planned on.

That is a typical example of what can be done with a seasonal product. The season can be

lengthened and intensified by the simple device of pushing the goods before the season is supposed to begin. Take fly swatters, also: When they first came out they were sold only for two months in the year. They now sell for six months. People have found that it is wise to catch the early fly when he makes his débüt in April. They have also discovered that there is nothing more pestiferous than the fly who is still hanging around in seared November.

In selling merchandise of this character it is a mistake to pay too much attention to the calendar. That, I believe, is the big idea in the United States Tire Company's quota plan. It shows that seasonal business should be done every month in the year, and that a quota will not accomplish anything unless there is a daily effort made to attain it. There is no reason in the world why a monthly sales table, similar to that of the tire company, could not be worked out for other businesses, and I can't think of any better way to stimulate a retailer than to give him such a table.

Of course working out a sales quota for each retailer isn't all that is necessary. Having a quota wouldn't get the dealer very far, unless he knows how to make his quota. Telling him just how he can make it is a very essential part of the tire company's programme. The campaign is being advertised in business papers, reaching the tire trade. In addition two broadsides have been sent out, explaining the quota plan and the reasons for it in explicit detail. These are being followed by a series of six booklets, mailed two weeks apart. These are called "quota books," and are really manuals, giving a complete course of instruction in how to be a good tire merchant. Number 1 is entitled "How to Plan for 1921." Number 2 "Reaching Your Prospects," and the rest of the series is devoted to principles of bookkeeping, cost accounting and to a discussion of the essentials of

(Continued on page 169)

Are we down-hearted?

No!

The Standard
Union is building
a newspaper for
Brooklyn that
will LIVE.

Thus far the job
looks mighty
cheerful.

R. P. R. Shulman

Gillette Trade-mark Rights Will Be Defended

GRANVILLE S. STANDISH ADVERTISING
AGENCY

PROVIDENCE, R. I., MAY 5, 1921.

Editor of PRINTERS' INK:

It has come to our attention that a trade-marked article built by a patented process insures no protection on the trade-mark name after the patents similarly named have expired. A case quoted of this kind was that of the Singer Sewing Machine. Another case in point is that of the Gillette Safety Razor. The man who brought this to our attention argued that with the expiration of the Singer patents the property rights of the Singer Sewing Machine Co. in the name Singer became public property, just as the patent rights became public property at the expiration of his patent period.

We trust we have made this point clear and wish you would refer us to any articles published in PRINTERS' INK dealing with this question.

Is it possible, for instance, that after the expiration of the Gillette patent another safety razor manufacturer could put a razor on the market and call it a Gillette Razor, meaning a razor produced under the old Gillette patent?

We would appreciate any information you can give us on this subject.

STANDISH ADVERTISING AGENCY,
LEON H. FOLLET.

IN all probability the courts will be called upon to decide the question as to the use of the word "Gillette" as a descriptive adjective, referring to razors manufactured under the old Gillette patent after its expiration on November 15 next. But it is only fair to warn those who may be planning to operate under this patent not to rely too implicitly upon the precedent of the Singer Sewing Machine case. There were circumstances in connection with the Singer case which do not appear in the present instance, and it was those special circumstances which had great influence in determining the opinion of the Supreme Court.

It is worthy of note, also, that the Gillette company, in its instructions to its salesmen, flatly denies that other manufacturers who operate under the patent will have any right to use the name "Gillette," and announces that it is prepared to defend its position to the uttermost. Thus it is apparent

that, irrespective of abstract rights, a rival manufacturer who attempted to make public use of the name would promptly inherit an expensive and vexatious lawsuit. The only safe course, as well as the only right one, is to distinguish clearly and unmistakably between the product of the Gillette Safety Razor Company and that of another.—[Ed. PRINTERS' INK]

Death of Albert Green Bradford

Albert Green Bradford, a partner of N. W. Ayer & Son, died in his sixtieth year at Philadelphia on May 15. Mr. Bradford came to Philadelphia in 1884, and joined N. W. Ayer & Son as a bookkeeper. He was admitted into the firm on January 1, 1898. For a number of years his special work was the placing of advertising. Later he took charge of the finances of the organization, continuing in that work until his death.

King Motor Car Advertising to Be Increased

There will be an increase in the advertising appropriation of the King Motor Car Company, Detroit, and its campaign which has been planned by the Arnold Joerns Company, the newly appointed advertising agency, as recently reported in PRINTERS' INK, will start immediately. Trade publications, national motoring publications and newspapers will be used in this introductory campaign.

C. W. Boyle to Direct Audit Bureau Advertising

C. W. Boyle has been made advertising manager of the Audit Bureau of Circulations. He formerly served the Victor Chemical Works, of Chicago, as advertising manager.

H-O Account with Federal Agency

The H-O Co., Buffalo, N. Y., maker of "H-O" oatmeal, "Force" wheat flakes and "Presto" flour, has appointed the Federal Advertising Agency, Inc., New York, to handle its advertising.

Van Patten Has Montgomery Ward Account

Montgomery Ward & Co., Chicago, mail-order house, has placed its advertising account with Van Patten, Inc., New York.

The Detroit office of the Arnold Joerns Company, Chicago, has recently secured the account of the O. K. Giant Battery Corporation, of Detroit.

-a YC breakfast



Cereal - which kind?



Bacon - whose brand?



Toast - what flour?



Coffee - name?

And don't forget the *plus* of

The big, 5-plus YC Family

"A little more cereal, thank you!" "Another slice of bacon, please!" "Another cup of coffee, if you insist!" — that is the *plus*—the re-order—and in large YC families it consumes supplies rapidly.



THE YOUTH'S COMPANION, For All the Family
Boston, Massachusetts

New York Office: 1701 Flatiron Bldg. • Chicago Office: 122 So. Michigan Blvd.

Chicago "Tribune" Staff Changes

The Chicago *Tribune* has made the following staff changes:

R. C. Holliss, formerly the Eastern advertising representative of the *Tribune*, with offices at New York, has recently been appointed assistant general manager of *The Daily News*, New York.

Walter J. Merrill, who has been in charge of the Western national advertising of the *Tribune*, is now manager of all national advertising, with the following managers of the four divisions of national advertising:

C. L. Pancoast succeeds Mr. Holliss as manager of the Eastern Division—headquarters at New York—which division comprises all territory from Pittsburgh east to the Atlantic Ocean.

A. W. Anderson, manager of the Illinois Division—headquarters at Chicago—which division comprises the territory from a line drawn through the east boundary of the State of Illinois, and continuing down the Ohio and Mississippi Rivers, west to Denver.

D. F. McMahon, manager of the Ohio Division—headquarters at Chicago—which division comprises the territory bounded on the west by a line drawn through the east boundary of the State of Illinois, and continuing down the Ohio and Mississippi Rivers, and on the east, Pittsburgh.

N. L. Lucius, manager of the Pacific Coast Office, located at Los Angeles, Calif.

Joins Lord & Thomas at Los Angeles

Dwight W. Jennings has joined the copy staff of the Los Angeles office of Lord & Thomas. Until recently he was on the copy staff of the Gardner Advertising Company, St. Louis.

Prior to going to the Gardner Advertising Company, he was in the advertising department of the Cadillac Motor Car Company in Detroit, and before that in the advertising department of the California Fruit Growers Exchange, in Los Angeles.

Roofing Account with Nichols-Moore

The Nichols-Moore Company, advertising agency of Cleveland, has recently been appointed to handle the advertising of the Wilberite Roofing Company, Cleveland, and the Chippewa Pump Company, Chippewa Falls, Wis.

A New Clothing Advertiser in Minneapolis

The Minneapolis Custom Garment Company, a new tailoring concern, has appointed the Kraft Advertising Agency, of Minneapolis, to handle its account. Newspapers, business papers and direct mail will be used.

Atlanta Agency Adds Two Accounts

The Atlanta Stove Works, of Atlanta, Ga., manufacturers of the Barrel Range and Cadet Coil Water Heater, have placed their advertising account with Watts, Scott & Beutell, Inc., of that city. A preliminary market survey, directed by this agency, is nearing completion and will be followed by an advertising campaign in which newspapers, trade journals and direct-mail advertising will be used to cover the Southern States.

Another new account with this agency is that of the Atlanta Barbers Supply Company, manufacturer of a line of toilet preparations. Both periodicals and newspapers will be used in a campaign which is to be released within the next few weeks.

St. Louis Garment Makers Advertise

The Associated Garment Manufacturers of St. Louis have placed their advertising in the hands of the Schiele Advertising Co., of that city. Copy has gone out to a list of trade publications in the women's wearing apparel field.

This agency has been appointed by the Whistle Co., of New York, manufacturer of "Whistle," a soft drink, to handle all newspaper advertising in the States between Indiana and the Pacific Coast. Schedules have already gone out for the summer months.

Kansas City Agency Adds Two Accounts

The Burlington Overall Manufacturing Company has placed its account with the F. A. Gray Advertising Co., Kansas City, Mo. Advertising is being placed in newspapers and class publications in the Middle West.

Another account recently placed with this agency is that of the Regal Dust Manufacturing Company, maker of "Regal Dust," an insecticide. Advertising is being placed in Middle Western newspapers.

New Boston Manager for Hoyt's Service

A. L. Rice, who was recently transferred from the New York office to the Boston office of Hoyt's Service, Inc., has been made manager of this branch office. Mr. Rice has been associated with Hoyt's Service since 1912, in the production department.

Saxon Motor Plans Big Campaign

The Saxon Motor Car Corporation, Detroit, has given its advertising account to Zimmer-Keller, Inc., Detroit advertising agency, with instructions to prepare immediately a large and intensive campaign.

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TWELVE-PAGE ADVERTISEMENT

which we believe to be the largest ever published in a single issue of any American periodical, appears in the May 18 issue of

The Outlook

"the most-quoted weekly journal in America"

Collier's

THE NATIONAL WEEKLY

Get a copy



One out of every three Ford Cars—

is equipped with Hessler Shock Absorbers—a million Ford Cars—undeniably this must be ample proof of every claim we make for Hessler. Hessler save one-third of your up-keep and tire expense. They make your car last one-third longer. Hessler cushion every delicate part of your car. It runs along easily, quietly, without noise, without squeaks, strains, and rattles caused by wear and tear of driving.

Then, in addition, you have a really comfortable car, in which you can take the longest trips without undue fatigue. The conical spring set at an angle prevents sidewise. No matter what road you have—ever enough you will find a Ford or a Ford-Ton Truck—now get Hessler Shock Absorbers today. And any dealer will allow you to use them 10 days without obligation on your part! Get in touch with your Hessler dealer, or write us.

HESSLER SHOCK ABSORBERS, INC., 1005 Howard St., Indianapolis, Indiana

HESSLER
TRADE MARK REGISTERED
Shock Absorbers
PATENTED

Hassler and Collier's

Robert H. Hassler, Inc.,
are using Collier's as
the backbone of their
national advertising
campaign for Hassler
Shock Absorbers.

Collier's
THE NATIONAL WEEKLY



NEWS and AMERICAN *Service*

WE try to perform better than we promise. We'd rather promise little and as problems and distribution propositions develop, help adequately to solve them, than to promise a great deal and perhaps create a disappointment when the time for performance arrives.

As a matter of fact, The NEWS and The AMERICAN Service has occasionally been criticised, strange as it may seem, for going too far. We are undoubtedly going far enough to create advertising accounts, which, in every instance, and as quickly as we can, we put in touch with first class advertising agents, just as we are putting the products of first class manufacturers and clients of first class advertising agents in touch with first class manufacturer's agents here in Baltimore.

But by way of specifically illustrating how NEWS and AMERICAN Service serves: An extremely high grade selling organization came into Baltimore lately in connection with a tremendous tryout campaign. Their expenses were something like \$100 a day. After checking results and rounding out the first details of distribution, the head of this organization came to us and thanked us for getting him out of town two weeks earlier than would have been possible had it not been for the fact that we had supplied him with an absolutely accurate up-to-date route list of his trade, which saved time, trouble and expense.

The NEWS and The AMERICAN route lists are not mailed out. However, you are invited to send the head of your selling organization directly to The NEWS and The AMERICAN offices when he arrives in Baltimore to be supplied with these invaluable aids when working in this territory. There is no charge for this service. At present we have printed and bound route lists of the drug and grocery trades. Other route lists are in process of compilation and will be ready and announced later.

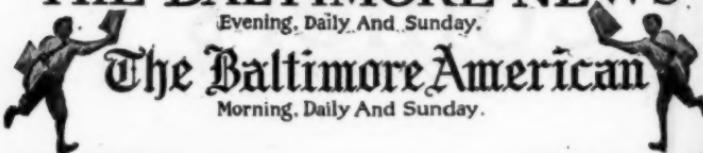
The NEWS and The AMERICAN offer the advertiser a combined circulation of more than 187,000, daily and Sunday. Rate for both papers—30c Daily—35c Sunday

THE BALTIMORE NEWS

Evening, Daily, And Sunday.

The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

What the United Cigar Stores Company Has Accomplished in Twenty Years

A History of What the Chain that Eliminated the Wooden Indian Has Done for the Tobacco Business

By C. P. Russell

IN May, 1901, the United Cigar Stores "chain" consisted of a single store at 84 Nassau Street in New York City. Its first day's receipts were \$7.62.

The day before Christmas, 1919, brought business to the chain, now consisting of innumerable links, amounting to considerably over one million dollars. The total receipts for the month of March, 1921, were nearly six and a half million dollars. In 1920 the total sales of the United Cigar Stores Company amounted to more than eighty million dollars.

The influence of the United Cigar Stores on retail merchandising as practiced in the United States has been so enormous during its twenty years of existence that a review of its history is in order.

The outstanding achievement of the United Cigar Stores Company can be packed into a single sentence: It abolished the cigar-store Indian.

One of the first things that George J. Whelan did when he came down to New York City from Syracuse, N. Y., two decades ago with the intention of putting cigar selling on a new basis, was to take the old wooden Indian chief, with his stained countenance and broken nose, away from his historic pedestal out on the sidewalk and chuck him into the basement.

Many a veteran smoker watched the passing of the Hiawatha (sometimes it was Pocahontas) with sentimental regret, but the change was more significant than they knew. For along with the Indian there went into the discard a lot of other hoary and time-crusted traditions in the sell-

ing of smoke material at retail.

Among them were dirty, dark and insanitary stores; indifferent and sometimes grudging service; inferior and ill-kept stock; "dumping" of low-grade goods into high-class boxes; fly-specked and wind-streaked windows decorated with decayed displays; waste in space, and an almost entire absence of advertising.

WHAT THE UNITED BROUGHT

Against these old and undesirable practices the United brought in these improvements: Clean, bright and tile-floored stores; prompt service with a "thank you" at the end; uniform quality in goods; standardization of merchandise, methods, arrangement and appearance; careful economy of space; planned window trimming and national advertising.

The United Cigar Stores were not the first chain established in this country—the Woolworth and Atlantic and Pacific Tea stores were already in existence—but they did set certain precedents in standardization and uniformity which have no doubt been responsible for the rise of the numerous chain-store systems that have been organized since.

It is interesting to know that the main principles upon which the United Cigar Stores were founded have not varied since their inception. Certificates were handed out with each purchase at the very beginning, and Vice-President H. S. Collins, then a salesman in the first store on Nassau Street, started the custom of saying "Thank you" at the conclusion of each purchase—which has been insisted upon ever since.

When the United opened busi-

ness in New York, the city was crowded with tobacco stores, but there were not more than a dozen of them doing over \$100 worth of business a day each. A start toward chains, however, had already been made. One dealer owned three separate stores, and two weeks after opening his first establishment, George J. Whelan heard of a Third Avenue magnate who owned no less than seven stores. Whelan went up to investigate and found that the chain consisted of small "dumps" which the owner was willing to sell. He got the bunch for less than the price of a single United store to-day. One of these little places was doing \$15 a day; in six months it was doing \$150 a day.

The principles of the United Cigar Stores have remained the same for twenty years. There have been only two departures not originally foreseen. One of these was the entry of the company into the field of national advertising, and the other was the taking on of "sundry merchandise," as the stock of candy, chewing gum, safety razors, playing cards, etc., now found in all United stores, is called.

A BIG STEP IN THE COMPANY'S HISTORY

The addition of sundry merchandise marked a big step in the company's history. It was not taken until after long deliberation and much experimentation. Though it was believed that these extras would helpfully fill in odd nooks and would prove a profitable sideline, it was feared that they might swamp the stores' identity and detract from their prestige as cigar stores. Many years had been spent in developing and perfecting a force of men as smoke salesmen, and it was not desired that they try to handle goods that might scatter their attention and interfere with their usual functions.

The problem was finally solved by deciding to take on only those sundries which, first, would not compete with the company's regular line; and, second, which

would not tie up the salesmen in making sales, but which could be passed over the counter as "hand-outs." In other words, the sundries which get a place on United Cigar Stores counters are those, and only those, which are self-sellers; which need only to be displayed to be sold. To hand them out, take the money, and make the change must take slightly less time than that required for a cigar sale, for the company's main profit is still derived from the sale of cigars, and it has never permitted itself to lose sight of that fact.

That explains why many articles which at first glance might seem to be entitled to a place on a United counter—and just as deserving of it as a package of safety razor blades or a pack of cards—are rejected by United Cigar Stores buyers.

A tremendous lot of pressure has been brought upon the company to stock this and that article, not only by manufacturers who see a high-volume outlet, but by consumers, who on account of the fact that United stores are conveniently located and are open at hours when other stores are not are continually walking in to demand a pencil, a handkerchief, or what not.

The company has always paid heed to these demands—it wants its customers to go out with what they came for—but experience has shown that it must draw the line somewhere. In its anxiety to retain the public's good-will it has more than once made experiments in stocking extraneous sundries. For it has had no rules to go by; it has had to learn purely by experiment and test. But it has tried pencils, and they didn't go. It has tried handkerchiefs, and they didn't go. It has even tried books, and they didn't go.

But it tried chewing gum—despite warnings that it was thereby introducing an article often used as a substitute for a smoke—and it has proved a great success. Candy itself is supposed to be an antidote for the craving to smoke, and yet the company sells it freely and even encourages its men to

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push it. However, it is to be noticed that the United stores do not sell candy loose, but only in packages of such a style and design that they are more likely to reach the customer's lady friend than the customer himself.

Customers' demands seem to proceed by freak or whim; that is why the company has only experience to rely upon. With some misgivings it once introduced a large glass container for cigars into its stock. The jar was ugly and bulky to carry, and yet customers carried it off in thousands. In fact, during the war the factory was unable to keep up with the demand.

There seems to be no accounting for the public's tastes. Books, as has been said, cannot be sold; and yet a small dictionary is one of the most popular items in the list of premiums given for coupons.

As regards its premium list, the company once found itself almost led astray. It originally chose its premiums with an eye to masculine tastes. Since men are the smokers, they get the coupons, it was reasoned, and therefore the premiums must appeal to men. When the premium stations got going, however, the bulk of the demand was not for pipe cases and fishing rods at all, but for such things as silk stockings and cut-glass dishes. In other words, it was soon evident that the people among whom smoke coupons made the greatest hit were not male customers, but the females of the species. And so it has remained ever since.

Most of the original dismal prophecies made at the start of the United Cigar Stores history have not been made good. It was declared that a national chain of cigar stores selling any and all brands could not be made to pay, but this chain has not only prospered, but has extended itself into ramifications that include agencies in small centres where a regular store would not be feasible.

It was predicted that the United chain would crowd the little independent off the map. But the

small fellow has not only prospered meanwhile, but sometimes has been able to start chains of his own. The only outstanding weakness of the United Cigar Stores has been that which pertains to all chains—the tendency toward mechanical selling and the elimination of personality. It is this weakness which has enabled the independent retailer to maintain his stand. He can give an individual service and build up a personal following which is not possible to the chain stores in large cities.

On the whole, therefore, it is only just to say of the United Cigar Stores that on their twentieth birthday they have a right to say that they have not only failed to do the expected damage, but have uplifted the entire business of cigar selling.

N. T. Hawkins Made Director of General Motors Export

Norval T. Hawkins, who joined the General Motors Company on April 1 of this year as a member of that company's advisory staff, handling matters pertaining to sales and advertising service, has been elected a member of the board of directors of the General Motors Export Co. Mr. Hawkins was at one time general sales manager of the Ford Motor Co.

New Accounts with McCutcheon-Gerson

The McCutcheon-Gerson Service, Chicago advertising agency, has obtained the accounts of the Benzer Corporation, Brooklyn, N. Y., manufacturer of the Benzer lens and other auto accessories; the Kirk-Barber Co., Chicago, manufacturer of the K-B fly wheel gear rings, and the Checker Taxi Co., Chicago.

Kalamazoo Corset Account with Arnold Joerns

The Arnold Joerns Company, Chicago, has been selected as the advertising agency of the Kalamazoo Corset Company, Kalamazoo, Mich., maker of the "Madam Grace" corsets, brassieres and bandeau and "Graceful Stout" corsets.

Made General Sales Manager of Eberhard Faber

H. B. Elmer, export manager of White & Wyckoff Mfg. Co., Holyoke, Mass., has resigned to become general sales manager of the Eberhard Faber organization, with headquarters in New York.

Marketing Plan Unites Four Shoe Companies

AN unusual advertising and marketing arrangement has just been effected by the Craddock-Terry Shoe Company, Lynchburg, Va.; McElroy-Sloan Shoe Company, St. Louis, Mo.; George D. Witt, Lynchburg, Va., and Harsh & Chapline Shoe Company, Milwaukee. The plan is for the four companies to market their products to the retailer through the Craddock-Terry sales organization. The three companies in the organization other than Craddock-Terry will devote their entire attention to manufacturing and ship goods only as orders may be placed through the selling company.

A trade-mark representing the products of the four companies has been adopted. It will be called The Quadrangle of Efficiency and will be advertised widely so as to work up a demand for the shoes made by the four companies.

The Craddock-Terry Company has been making a general line of dress shoes, the McElroy-Sloan Company, Billiken sport shoes, and George D. Witt, women's shoes. The Harsh & Chapline Company, who PRINTERS' INK recently reported as adopting the plan of selling direct to the people through a catalogue and then abandoning it, makes work shoes exclusively. The combined output of the four companies thus represents all kinds of shoes and each will be able to specialize on the manufacture of its own particular grade. It is thought that by selling through one organization the whole process of marketing can be cheapened and made more efficient.

PRINTERS' INK has contained several references of late to the Harsh & Chapline plans. Several weeks ago this company made the sensational announcement that it would actively compete with the retailer for business, using a retail catalogue for that purpose. After a short period of experimentation

it was decided that the process was altogether too expensive. Then a chain-store experiment in the vicinity of Milwaukee was tried out. The weakness of this seemed to be that the company would have only one grade of shoes and that it would be hardly practicable to run a whole store on work shoes. Then came the combination with the three companies mentioned.

Advertising is now appearing in Southern newspapers announcing the selling merger of the four companies. General advertising probably will be started as soon as the companies complete the details of their plans.

Advertised Product Causes Company to Change Name

The Iron City Products Co., of Pittsburgh, which has been advertising one of its products under the name of the "Rees" jack, has found it necessary to change its name to the Rees Manufacturing Co. The company says: "That the many friends of our product, the Rees jack, may be the better able to locate us in directories and indexes, our name has been changed to conform with that of our famous product."

Outdoor Advertising for Realty Convention

The Chicago Real Estate Board has arranged for an outdoor advertising campaign in every city east of the Rocky Mountains, the object being to urge real estate men to attend the National Realtors' Convention in Chicago, July 12 to 15. The promoters of this advertising believe that it will bring a record-breaking attendance.

Advertise North Dakota Bonds in Newspapers

Page copy is being run in the Chicago newspapers in an effort to sell the State bonds offered by the Bank of North Dakota. By June 1 it is expected that the campaign will be extended to the newspapers of New York City. The account is being handled by the Matteson-Fogarty-Jordan Company, Chicago advertising agency.

Changes in News League Newspapers

Under changes made by James M. Cox, former Governor of Ohio, publisher of the News League Papers, D. J. Mahoney becomes general manager of the Dayton, O., *News*, and Orville Harrington assumes charge of foreign advertising for the Dayton *News* and Springfield, O., *News*.



U. S. Government figures give 4.7 persons to each family in the United States.

Multiplying this "average family" by the daily circulation average of The Philadelphia Bulletin, gives an idea of why so many local and national advertisers concentrate in this newspaper.

The Bulletin goes daily into practically every home in Philadelphia and its suburbs.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

In
Philadelphia
nearly everybody
reads the
Bulletin

*Net paid daily average circulation
for April:*

512,550 copies
a day

*No prize, premium, coupon or other artificial
methods of stimulating circulation have
ever been used by The Bulletin.*

The Bulletin circulation is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

“Ships and Shoes and Sealing Wax”



IN grandfather's day the family was a self-contained unit. The things that weren't made within the home at least were found about the village.

Sons in those days helped hew the timbered frame from solid oak upon the nearby shore—today the shell of iron slides down the ways a thousand miles from home-port. Another son, perhaps, made finished shoes out in the shed—today the specialized machines and several score of workers turn them out in sections a hundred miles apart. And sealing wax—today its life is almost done because of gummed flaps and pots of paste.

And today over 500 different groups of professions and occupations are responsible for our necessities and luxuries alike. They not only produce the goods, but do the thinking for most of us as to their use.

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

Not only are the industries themselves becoming specialized, but the processes within each industry are specialized to the last degree.

And advertising, too, is specialized—the vital forces in each trade are covered by a group of prestige-carrying mediums developed for each individual need. Just as the family jack-of-trades is gone, so is the hit-and-miss appeal of sales through printed word.

Today you need behind your business the force of Business Paper power and Business Paper influence. You get a specialized appeal that's low in cost; high in results; broad in productive appeal. We'll gladly furnish facts to prove their worth—to help you learn if they can meet your needs.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulation, *PLUS* the highest standards in all other departments.

Headquarters 220 West 42d Street - NEW YORK
53 different fields of industry



April Advertising in Chicago

This statement of display advertising for the month of April, 1921, is striking evidence of The Daily News' supremacy in the six-day field in the following important classifications:

Churches	THE DAILY NEWS	FIRST!
The Daily News, 5,737 lines.		6 days against 7
*Next highest score, 880 lines.		
Does not include 2,334 lines of classified.		
Clothing	THE DAILY NEWS	FIRST!
The Daily News, 264,355 lines.		6 days against 7
Next highest score, 254,409 lines.		
Department Stores	THE DAILY NEWS	FIRST!
The Daily News, 506,845 lines.		6 days against 7
Next highest score, 297,708 lines.		
Educational	THE DAILY NEWS	FIRST!
The Daily News, 3,456 lines.		6 days against 6
Next highest score, 3,089 lines.		
Out of the Loop Stores	THE DAILY NEWS	FIRST!
The Daily News, 67,561 lines.		6 days against 7
Next highest score, 18,521 lines.		
Foodstuffs	THE DAILY NEWS	FIRST!
The Daily News, 41,853 lines.		6 days against 7
Next highest score, 39,414 lines.		
Furniture	THE DAILY NEWS	FIRST!
The Daily News, 72,619 lines.		6 days against 6
Next highest score, 43,524 lines.		
Household Utilities	THE DAILY NEWS	FIRST!
The Daily News, 14,241 lines.		6 days against 7
Next highest score, 8,587 lines.		
Shoes	THE DAILY NEWS	FIRST!
The Daily News, 35,907 lines.		6 days against 7
Next highest score, 28,831 lines.		
Tobacco	THE DAILY NEWS	FIRST!
The Daily News, 14,280 lines.		6 days against 7
Next highest score, 14,097 lines.		
Total Display Advertising	THE DAILY NEWS	FIRST!
The Daily News, 1,231,333 lines.		6 days against 6
Next highest score, 804,817 lines.		

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service
subscribed to by all Chicago newspapers.)

New York Advertising Club Has Honest Advertising Trophy

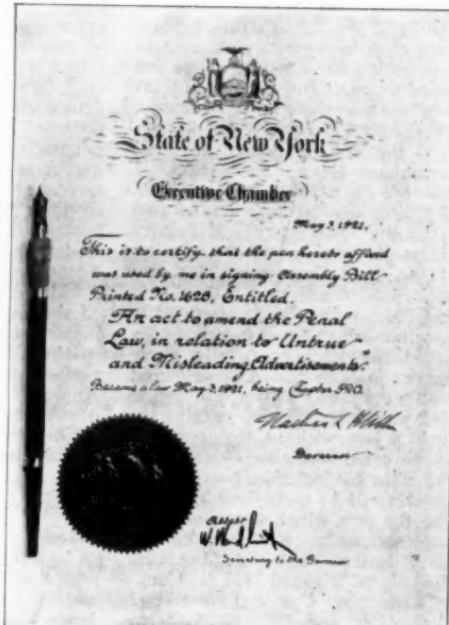
Pen Used by Governor Miller in Signing "PRINTERS' INK" Statute Presented by Assemblyman Betts

ASSEMBLYMAN CHARLES H. BETTS, who introduced the *PRINTER'S INK* Model Statute in the New York Legislature, presented the Advertising Club of New York on May 11 with the pen used by Governor Miller in signing the bill. The trophy is suitably mounted upon parchment bearing an engrossed certificate attested by the signature of the Governor and the Great Seal of the State. "I had originally intended," said Mr. Betts, in making the presentation, "to have this trophy framed and place it in my library. I am sure, however, that it may more appropriately be placed upon the walls of the Advertising Club of New York."

Among those present at the luncheon given by the Advertising Club in honor of Mr. Betts were many who have been prominent in the fight against fraudulent advertising from the beginning.

Jesse H. Neal, who presided, was a member of the National Vigilance Committee from Ohio at the time when Governor Cox signed the *PRINTERS' INK* Statute, thus giving that State the credit of being the first to complete its enactment. In his introductory remarks Mr. Neal related some of his early experiences with a type of fake advertising which the law has gone far toward eliminating altogether. There was, for example, the man who sold footpads

(expressive name!) of wonderful curative properties. They consisted of a couple of squares of canvas, stitched together, and enclosing a few grains of corn meal, and were to be applied to the soles of the feet. After a day or two, the



A PHOTOGRAPH OF MR. BETTS' GIFT TO THE NEW YORK CLUB

wearer would notice an acrid odor, which proved that the pads were drawing the impurities out of the blood. When this odor became very strong the pads were to be thrown away and another pair purchased for a dollar. This process should be repeated as long as the pads continued to acquire the odor.

May 19, 1921

Advertisers do not always stop to realize how common fraudulent schemes of this character used to be, even in the pages of reputable publications, and the fact that they are rarely met with to-day is due in large part to the existence of an adequate law and the disposition to enforce it.

"The PRINTERS' INK Statute was first brought to my attention," said Mr. Betts, "at the Toronto Convention in 1914. As a newspaper publisher I immediately saw the importance of this, and determined to do all that I could to secure the passage of the Model Statute in New York. Therefore I went to the bill-drafting department at Albany, with a request to have such a bill put into shape for introduction. The department informed me that a law against fraudulent advertising was already upon the Statute Books, and had been there for a dozen years. I reported my findings to PRINTERS' INK, and was promptly informed as to the inadequacy and futility of the old law, due to its inclusion of the word 'knowingly.' I thereupon determined that I would, if possible, secure the passage of a law that could be enforced.

"At the start practically every lawyer in both the Assembly and the Senate was opposed on general principles to the passage of such a law without the inclusion of the word 'knowingly.' No lawyer likes to feel that possibly his clients will be penalized under a law for acts which are committed unintentionally. It required a good deal of explaining, but with the help of Richard H. Lee, Counsel for the National Vigilance Committee, and Richard W. Lawrence, vice-president of PRINTERS' INK, we won over the members of the Codes Committee of the Assembly, and the bill passed unanimously.

"The biggest opposition came in the Senate, some of it from expected and some from unexpected quarters. A prominent lawyer appeared on the scene from Buffalo, and put up a big argument on the word 'knowingly' without stating clearly whom he was repre-

senting. When he was directly questioned as to the identity of his clients he declined to answer and the weight of his arguments with the committee was largely qualified. Opposition also developed on the part of certain large trust companies, which frequently have occasion to recommend securities for sale to the public. These companies feared that statements made in good faith but not guaranteed by them might incur the penalties of the law if the word 'knowingly' were not included. We were finally able to persuade them to withdraw their opposition and support the bill instead, when it was pointed out that only statements of *fact* were penalized, and statements of *opinion* were not covered by the law. It was clearly demonstrated that no reputable financial institution would wish to put itself in the position of insisting upon the right to make statements of fact without knowledge of their truth. The bill was reported favorably by the Senate Codes Committee, and passed the Senate unanimously.

"There was never any question of the Governor's approval. He is himself one of the ablest lawyers in the State, having been a Justice of the Supreme Court, the Appellate Division and the Court of Appeals. I had already explained the bill to him in advance, and he was in thorough accord with its provisions."

VIGILANCE COMMITTEE IS READY FOR ACTION

As for enforcement of the law, now that it is safely enacted, Richard H. Lee, of the National Vigilance Committee, assures PRINTERS' INK that he is ready to take action under it in several specific instances. Mr. Lee points out that New York has provided a choice refuge for fake promoters and others of that ilk, due to the inadequacy of the law. The Vigilance Committee, however, has not neglected to secure evidence against them, and the chances are that New York will lose some of its popularity as a haven for this particular brand of rascality.

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May 19, 1921

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Made Manager of Capper's Chicago Office

B. J. Reynolds has been appointed manager of the Chicago office of the Capper Publications. Mr. Reynolds has been in advertising work in Chicago for eleven years.

J. C. Feeley, former Chicago manager, now becomes advertising counselor to the Chicago office and special Western representative in full charge of certain major agricultural accounts.

Associated with Mr. Reynolds are S. C. Berberick, C. S. Turner, E. A. Olms, Robert Linley, R. W. Mitchell and Miss Eleanor Eakins. Mr. Berberick is special Western manager for the *Household and Capper's Weekly* only.

New Newspaper Campaigns from San Francisco Agency

The Advertising Service Company, Inc., San Francisco, is placing advertising in Pacific Coast newspapers for the Reliance Trailer & Truck Company, manufacturers of "Reliance" trailers and industrial tractors. This agency is also placing the advertising of the Pacific Pump & Supply Company, which is advertising in Western newspapers their "Leader" pneumatic water system, and "Fuller & Johnson" farm engines.

W. E. Humelbaugh Made Counsel of Genesee Co.

W. E. Humelbaugh, who for many years has been advertising manager of The Genesee Pure Food Co., Le Roy, N. Y., maker of "Jell-O," has assumed the position of advertising counsel of that company.

F. L. La Bounty, who has been assistant advertising manager during the last two years, has become advertising manager.

W. O. Floing Withdraws from Frey Company

Wilfred O. Floing has withdrawn from the Charles Daniel Frey Company, advertising art organization, Chicago, and has re-established the Wilfred O. Floing Company.

The Floing organization was merged with the Frey company in March of this year, and Mr. Floing became an officer and director of the Frey company.

Death of Lewis E. Palmer

Lewis E. Palmer, advertising manager of the S. D. Warren Company, Boston, and brother of Robert W. Palmer, of the editorial staff of *PRINTERS' INK*, died at Belmont, Mass., on May 12. He had formerly been advertising manager of Stone & Webster. Mr. Palmer was 38 years old.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Advertisers Use "Edison Test" as Theme

Advertisers have seized the opportunity to capitalize the publicity recently given to the list of questions submitted to applicants for positions by Thomas A. Edison. These questions have caused much discussion because of the reported criticism by Mr. Edison of the lack of information possessed by college graduates.

The Grolier Society, the publishers of "The Book of Knowledge," began with the insertion of a "teaser" advertisement in New York papers. A bright lad's face was used for illustration and the first line of the copy said: "I can answer most of those questions, Mr. Edison." The following day four full columns were taken to advertise "The Book of Knowledge." The boy's head was reproduced again and the same opening line of copy used.

The Encyclopedia Americana Corporation used a three-column advertisement to announce that "the Encyclopedia Americana answers every question in the Edison test—and approximately one hundred thousand others."

W. H. Denney Starts Advertising Agency

The William H. Denney Co., advertising agency, has been established at New York by William H. Denney. Mr. Denney was formerly vice-president of Sherman & Bryan, Inc., now Sherman & Lebair, Inc., New York, and since October 1, 1920, has been associated with The Philip Ritter Co., also of New York.

Among the accounts which the new agency will handle are: The Bermuda Steamship Line, Bermuda Government, Azurea Face Powder, Lindt Powder Co., and Hospital Specialty Co.

Cleveland Agency Will Advertise New Electric Iron

William G. Yates, former general manager of Adams-Bagnall Electric Company, of Cleveland, has organized The William G. Yates Company to manufacture a light household ironing machine which will be known as the Cottage Ironer. The advertising will be in charge of The Rae Advertising Company, of Cleveland. Newspapers and business papers will be used.

Racine Agency Elects New Officers

At a meeting of the stockholders of the Western Advertising Agency, Racine, Wis., held May 10, the following directors were elected for the balance of the year: Sarah Jelliffe, Franz Jordan and Taylor J. Brokaw. The new officers are: President, Sarah Jelliffe; vice-president, Franz Jordan; and secretary-treasurer, Taylor J. Brokaw.

Southern Grocers' Committee Recommends Advertising for Association

The report given by the chairman of the publicity committee of the Southern Wholesale Grocers' Association at the annual convention of that association held in Cincinnati last week recommended that an advertising campaign should be undertaken by the association. This campaign, Harold N. Halsell, who made the report, said should have as its purpose the selling of the wholesale grocer and his business to the public, the press, the Government and retail grocers. He recommended the appointment of an advertising committee of five to study the situation, report from time to time to the officers and to formulate plans for a definite campaign which would be submitted at the next meeting of the association.

"Pet" Milk to Be Advertised

The Hélyetia Milk Condensing Company has increased its production facilities and will nationally advertise its product, "Pet" brand evaporated milk.

This advertising will be handled by the Gardner Advertising Company, of St. Louis. E. O. Heyl has been made general manager of sales and will have direct charge of sales and advertising.

The general sales and business offices, which were located at Highland, Ill., for thirty-five years, have recently been moved to St. Louis.

George E. Piper Joins Capper Farm Press

George E. Piper has resigned his position as agricultural and rural marketing adviser of the Ferry-Hanly Advertising Co., Chicago, and has joined the Capper Farm Press organization. His headquarters will be in the general offices of that organization in Topeka where he will be counselor for advertisers in marketing and merchandising problems. Prior to joining the Ferry-Hanly agency, Mr. Piper was a county agent in Leader, Kan.

To Advertise New Jersey Resorts in the South and West

Plans have been completed by the Advertising Committee of the Cape May County Board of Freeholders and by the Advertising Committee of the Cape May County Chamber of Commerce to advertise all the seashore resorts of the county in the South and Middle West.

Joseph Schmidt with Prather Allen Agency

Joseph Schmidt has resigned as vice-president of the Blain-Thompson Co., advertising agency, Cincinnati, and has become vice-president of the Prather-Allen Advertising Company of that city.

McGraw-Hill

Industrial Letter

A Special Service to Advertising Agencies

Volume 1 New York, May 1, 1921 Number 8

Elimination of Waste —the Keynote for Industrial Advertising

"TWO COPIES of your Industrial Letter have come to me and I have already learned that I am the loser if I do not stop and read them clear through. And after reading them I lay them away where they can be brought out instantly when I recall that they contain something I need.

"Covering a wide range of industries you point out concisely the vital spots which so easily pass by unnoticed. Keeping such important information always at hand and up to date is surely a service highly valuable.

"Please accept my sincere appreciation for including me in the mailing list of Industrial Letter."—A. B. Pratt

Frank Seaman, Inc., New York

To Advertising Agencies:

If you are interested in industrial accounts, we will be pleased to place your name on the mailing list.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street

New York

Member of The Associated Business Papers, Inc.

A diplomat says:

"Peace with Japan is largely in the hands of our newspaper men"

ACCURATE news, and plenty of it, will be the most powerful influence for peace between the United States and Japan.

News that is scanty, garbled or colored by prejudice and propaganda is the chief cause of ill-feeling between nations.

Americans are learning to know the great Asiatic nations better through the Far Eastern Service of the Public Ledger.

B. W. Fleisher, in charge of this service, is a leading authority on the Far East. Fourteen years of travel there have given him an intimate acquaintance with its people and its problems, and a reputation for impartiality and broadness of view. He is proprietor and editor of The Japan Advertiser, the leading foreign daily in the Far East.

PUBLIC

The circulation of the Public Ledger, morning and evening, is more than 240,000



**B.W. FLEISHER
head of the Far
Eastern News
Service of the
PUBLIC LEDGER**

Mr. Fleisher has associated with himself in the Far Eastern Service of the Public Ledger the following correspondents: Glenn Babb, Tokyo; Roger Ames Burr, Peking; G. Gramada, Shanghai; Roy C. Bennett, Manila; I. Hicks, Hongkong.

LEDGER

PHILADELPHIA
CYRUS H. K. CURTIS, *Publisher*

Try it out in Representative Milwaukee

Get 100,000 Buyers Buying Your Product

This announcement is of great importance to manufacturers of food products and electrical devices.

The Third Annual Food & Household Exposition will be held in the Milwaukee Auditorium—the largest and finest convention hall in the country—from October 25 to 31 inclusive.

It will be directed by The Journal with the co-operation of the Milwaukee Retail Grocers' Association and the Milwaukee chapter of Wisconsin Electrical Dealers and Contractors.

Money, time and effort will be offered unstintedly to make this the biggest and most successful event of its kind ever conducted in this country.

Many leading advertisers have reserved display booths. They know it is the surest, most profitable way to get 100,000 buyers who will be in attendance *buying their products*. In addition The Third Annual Food & Household Exposition will be a business convention—bringing manufacturer and dealer together.

Complete information and floor plan will be sent upon request. Quick decision is necessary if you are to receive the benefit of choice exhibition spaces. *Write now.*

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.
O'MARA & ORMSBEE, Inc.

Special Representatives
New York Chicago San Francisco

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Using Modern Advertising to Increase Ocean Travel

International Mercantile Marine Turns to Modern Methods and Starts Big Country-wide Campaign

By Edward T. Tandy

[EDITORIAL NOTE: In *PRINTERS' INK* for February 17, this year, an article by S. C. Lambert discussed the situation which then existed with respect to transatlantic steamship traffic, and suggested that a constructive policy of advertising would help to fill passenger lists and cargo holds, as well as to sell chewing gum and typewriters. The article pointed out that the advertising of shipping dates in the time-honored way served merely as an announcement to those who were interested in the subject already, and was of little or no effect in attracting new traffic. On the contrary, a policy of run-of-paper advertising, with a real copy appeal, would result in increased traffic, as was shown by the experience of the German lines, and that of the United Fruit Company in stimulating travel to the tropics in midsummer.

It is interesting to note that the policy suggested has been adopted by the International Mercantile Marine.]

WHILE still keeping its customary "Dates of Sailings" advertisements on the ship news pages, the International Mercantile Marine has expanded into the ordinary news pages and is treating its business just like any other commercial proposition in which there is something to be sold. What it is selling is travel to Europe.

Some, taking only superficial thought, may think that ocean travel is something which it is beyond the power of advertising to increase. A visit to Europe, they will say, is not a thing you buy and have sent home; it takes a lot of time and is only for people of leisure and wealth. It is believed that they are entirely wrong and that modern advertising can increase ocean travel.

Ever since the simple provincial Englishman, Thomas Cook, conceived the idea of organized excursions, travel has been sold by advertising. Nor was the long ocean trip slow in following the original "Eight Hours' Sunshine at the Seaside," which Cook popularized in England by advertising,

and so founded the tourist agency business.

Mark Twain's famous visit to Europe and the Holy Land, which gave us "The Innocents Abroad," was a case in point. That trip was made long before traveling for pleasure was common, and long before conditions as to the comfort of traveling were what they are to-day—but one could have a good time even then, as the lamented Mark showed.

Hitherto practically all the ocean travel advertising has been left to the tourist agencies—and their success is sufficient proof that ocean travel can be sold by advertising. But again, it may be argued that the people reached are only those who have already made up their minds to go, and that it is merely additional service that the tourist agencies sell.

If that is the case, then that is just where the steamship advertising will come in—it will help to make more people make up their minds to go. That is exactly what advertising does do; and it should do it for ocean journeys precisely as for any everyday commodity or service. You cannot set millions of people thinking of trips to Europe without making some go straight out and buy their passage, and without making others start to save the necessary money.

Who is there who has read the picturesque advertising of the United States Shipping Board's Admiral Line across the Pacific without wishing to make the trip? Without this advertising, the great bulk of us would not even know that the Federal Government is running this line. The advertising brings the Orient nearer to us, and San Francisco seems only half as far away.

It would be a great mistake to

suppose that all the persons who cross the ocean to Europe do so because they have to. Unquestionably the great majority go on business—and that number could be increased. But there is a large and growing traffic of passengers who travel purely for pleasure—and that number can be enormously increased.

Traveling is a habit. Advertising can certainly speed up its growth. The interesting point is that the International Mercantile Marine has come to see that its

Utmost in Ocean Service

Sea travelers whose taste and habit require the utmost of comfort and elegance naturally seek accommodations on the great 46,439-ton liner *Olympic*. Her rich interiors and world-famed service are unsurpassed in any metropolitan club or hotel.

The single standard of White Star service prevails on the Adriatic, Baltic, Cedric, Cotic, and other White Star ships as well as on the *Olympic*. White Star ships land you not only at Cherbourg or Southampton but at Liverpool, England's second largest port, near the famous Lake Country and the historic Midlands.

TRADE ADVERTISEMENT

THE OLYMPIC

THE OLYMPIC

WHITE STAR LINE

AMERICAN LINE AND
INTERNATIONAL MERCANTILE MARINE COMPANY

9 Broadway, New York

ONE OF THE ADVERTISEMENTS WHICH EMPHASIZES THE COMFORT OF OCEAN TRAVEL

service is just as susceptible to the power of modern advertising as is any other form of public service. This recognition forms another step in the progress of advertising.

Never since the steamship was invented has it been properly advertised. The steamship companies have taken it for granted that the public knew all about their ships. Now that the business is so big and there are so many ships, the indirect advertising obtained in the news columns and the advertising done on the ship news pages are not sufficient. How

small a percentage of the general public knows which ships are whose, which are the fast and which the slow ones!

For fifty years the steamship companies have kept practically to their original form of advertising—the name of the company, the names of the vessels, the dates of their sailings. Occasionally the weight of a liner would be given. Sometimes the name of a popular captain would be added to the name of his ship. When it came to selling their service by skilful advertising, the banks got a long way ahead of them.

Systematic efforts were made to get new freight business; little or nothing was done to obtain more passenger traffic—outside of the race for speed in crossing the Atlantic, the race in building bigger ships, and the colored pictures of well-known vessels which the hotels of other days were proud to hang up in their lobbies. Those days are gone, and the steamship companies are lining up with other great commercial bodies in using the modern form of advertising.

A generation or so ago, when they entered the ocean competition in a big way, the Germans adopted a very subtle form of advertising which proved extremely successful. They went the limit in providing good food and good music. Everybody who crossed on a German boat became a living advertisement for the German lines, and the reputation did service long after the other lines had evened up both as to table and bands.

There is a good story told about the *Olympic*, and it would not be surprising if the first germ of the idea of advertising in a modern way grew out of it. One of the directors of the line, the story goes, was recently showing a friend over the big ship. When they reached the galley, "There," said the director, "is the finest kitchen in the world!" "Yes," returned the friend, "but who on earth knows it!"

The International Mercantile Marine campaign is running in forty-one daily newspapers in twenty-seven cities from coast to

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coast. The cities are: New York, Brooklyn, Boston, Providence, Portland, Philadelphia, Baltimore, Washington, Buffalo, Chicago, Indianapolis, Denver, Milwaukee, Columbus, Cleveland, Cincinnati, Detroit, Springfield, Atlanta, New Orleans, Pittsburgh, St. Louis, Minneapolis, St. Paul, Seattle, Los Angeles and San Francisco.

In the main campaign the space varies from 200 lines on three columns to 140 lines on the same width. Supplementary campaigns on special services will also be run from time to time. In these the copy occupies sixty-five lines on two columns.

All the bigger advertisements are enclosed in a similar border, simple but very effective. It consists of three lines, drawn by hand—the outer one about five points wide and then two fine ones, the interior one gently rolling as do the waves in a smooth sea. To take the border out of the "square," the four corners are cut off. In the smaller advertisements the border, a heavy and fine line down the sides with fine lines top and bottom, produces the effect of a large memorandum pad.

The signature to the large pieces of copy is interesting as showing how neatly the difficulty of combining the several names is overcome. The International Mercantile Marine controls the White Star Line, the American Line and the Red Star Line. All four names are combined in a hand-lettered plate.

In this signature the White Star, being the largest, stands first, a line by itself, with its flag at each end of the name. These flags form good leaders to the name and their staves to the names below, American Line and Red Star Line. In the centre of the second line is a figure of a liner with the American Line flag at the bow and the Red Star flag at the stern, and the staves of these flags point to the name underneath, International Mercantile Marine Company, above which runs from each end of the ship a line representing the sea.

The address line at the bottom was arranged so that the matrices could be cut and the local office address or addresses inserted correctly for each city where the advertising appears.

Naturally the campaign was led by the *Olympic*. The copy was headed by a sketch of the big ship at sea. It ran:

OLYMPIC

The traveler's taste, his standard of luxurious living in club or hotel, is revealed in his selection of the *Olympic* for a transatlantic crossing.

Vast in size—46,439 tons—great in power, with interiors of appealing richness and elegance, the ship is a symbol of perfect comfort at sea.

The single standard of White Star service which has made the *Olympic*'s reputation is found aboard the *Adriatic*, *Baltic*, *Celtic*, *Cedric* and other White Star ships.

White Star ships land you at Cherbourg or Southampton—or Liverpool, England's second largest port, with the beautiful Midlands and Lake Country not far away.

If you are going to Europe this summer or in the fall after the big tourist rush, book without delay via White Star, Red Star or American Line. Our offices, without obligation, will advise with you about sailing arrangements, rates and routes. Interesting booklets free.

You enjoy on the Red Star and American Lines, at moderate rates, service associated with White Star excellence. Red Star ships stop at Plymouth for England, Cherbourg for France and Antwerp for the Continent. The American Line has a direct service to Hamburg.

The name *Olympic* was hand-lettered. The first four paragraphs of the copy were in 12-point Caslon bold face and double leaded. The last two paragraphs were set side by side in 8-point, single leaded, each paragraph beginning with a two-line initial capital—which was omitted from the opening paragraph with great effect. The lay-out for the other advertisements was similar, but the parallel paragraphs started with an indented subhead in place of initial capitals.

The second piece of copy showed the *Olympic* "Outward Bound," an excellent line sketch of the White Star flagship leaving New York harbor. This advertisement is reproduced herewith.

In each of these pieces of copy

there were references to the English Lake Country and the beautiful Midlands—the little touches put in to sell ocean travel as well as the service of I. M. M. vessels.

There are others with the battle-fields as the appeal and again others addressed direct to "Trade Envoys." All of them sell travel as well as service.

Backing up its advertising just as a manufacturer would, the International Mercantile Marine has not only had a set of informative and attractive booklets prepared, but moving picture films. These films show the *Olympic* inside and out as she makes a voyage—and they have already been exhibited in more than 20,000 theatres in this country.

With this fine work leading the way, it would not be surprising if the other transatlantic steamship companies were seen lining up in the effort to increase their traffic by the use of modern advertising methods. At any rate that is the trend of the times. They must advertise or run the risk of being overlooked by the mass of people—among whom are their prospective passengers, if they are properly gone after.

Changes in Splitdorf Electrical Co.

M. W. Bartlett has been elected vice-president and general manager, C. W. Brunnell has been made sales manager, and D. R. Walls has been made advertising manager of the Splitdorf Electrical Company, Newark, N. J.

Mr. Bartlett had been with the Splitdorf company from 1911 to 1919. He was recently with the Wire Wheel Corporation of America.

Mr. Brunnell was recently with the Edison Lamp Works.

O. J. Gude Company Advances H. R. Coughlin

Howard R. Coughlin has been made a member of the national sales staff of The O. J. Gude Company, outdoor advertising. Mr. Coughlin has been with the New York office staff of the Gude company for the last two years.

"Sweater News" Changes Name

The name of *Sweater News*, New York, has been changed to *Sweater News and Knitted Outerwear*.

PRINTERS' INK

Harding and Roosevelt Greet New York Club

Messages from President Harding and from Assistant Secretary of the Navy Theodore Roosevelt were read at the annual meeting of the New York Advertising Club last week.

President Harding, in a telegram to the new secretary of the club, George Lippincott Brown, said:

"Please extend my most cordial greetings to the members of the Advertising Club of New York on the occasion of the annual meeting to-night. They constitute the group that never ceases from tireless efforts for good business and the largest prosperity, and their efforts are of great value."

"Heartiest best wishes," Mr. Roosevelt wired. "May the advertising men and the country continue to advance and develop as they have in the past."

Frank E. Fehlman, head of the Churchill-Hall, Inc., advertising agency, and former vice-president and advertising director of the H. W. Gossard Co., was elected president of the club, succeeding George W. Hopkins, general sales manager of the Columbia Graphophone Company.

The other officers of the club are: Frank Presbrey, S. E. Leith and Charles C. Green, vice-presidents; Oliver B. Merrill, treasurer; Dan A. Carroll, assistant treasurer; George Lippincott Brown, secretary; H. H. Charles, A. Van Gytenbeck, William H. Ingersoll, Sydney R. Clarke, George W. Hopkins, Herman G. Halsted, directors; John N. Boyle, general counsel.

Campaigns from Southwestern Advertising Agency

The Southwestern Advertising Company, Wichita, Kansas, is handling the advertising of the Murray Manufacturing Company, Wichita, manufacturer of extracts, and the Laird Airplane Co., maker of the "Laird Swallow." The campaign for the Murray company, which has already been started, calls for newspapers in the Murray company's home city, and at points where it has branches. Trade paper advertising is also being used.

The Laird Airplane Company's product is being advertised in aviation publications, and will later be advertised in newspapers. Distribution will be obtained for the Laird airplane in the manner in which most automobile companies have obtained distribution.

Peanut Association Hears Advertising Address

At a meeting of the Peanut Association at Chicago, on May 16, John J. Barreto, president of Cecil, Barreto & Cecil, made an address on the advisability of a co-operative advertising campaign for the purpose of increasing consumption of peanuts. Such a campaign should be of an educational nature and spread knowledge of the food value of peanuts, Mr. Barreto said.



Scheduling Space in Indianapolis

THROUGH the interurban terminal (*largest of its kind in the world*) a great army of buyers pours into the Indianapolis retail district from the closely linked territory. Last year they averaged 9,600 a day.

On Wednesday the peak of out of town shopping is reached. This day was built by the retailers who for years featured Wednesday as suburban shopping day. Within 45 miles of the city there are 786,774 potential buyers. Within 75 miles, the approximate limit of retail purchasing in Indianapolis, there are a million and half people.

The Indianapolis Radius is one of the most *compact* in the country. It is easily captured if worked along intelligent lines.

(If you are interested in developing sales in this responsive market write to the Merchandising Department of The News for facts about your product.)

The Indianapolis News

USE NEWSPAPERS ON A THREE YEAR BASIS

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.



1428 retail accounts
before co-operation

How intensive
merchandising
won against odds

WHEN Styx Liquid Glue was ready for the New York market its manufacturers fully realized the stiff competition they would meet. Their product was new and would have to fight for distribution against at least one glue that was supposed to have become almost a household word through continuous advertising.

Merchandising Co-operation

Intensive merchandising won out. Co-operating with M. Feigel & Bro., makers of Styx Glue, the Merchandising Service Department of the *EVENING JOURNAL* called on 2901 dealers, visualized the advertising to appear in the *EVENING JOURNAL* which would result in dealer sales, showed them how to link up their display work with this campaign and in general broke down buying resistance.

Then Styx salesmen, supplied with Journal-routed sales-maps, followed and opened up 1428 accounts

before one line of advertising appeared!

Special articles in *Household* and *Drug Trade News* (two of the five trade papers* published by the Merchandising Service Department) kept dealer-interest aroused through their circulation of 19,000. Then the day before advertising started Journal Field Men placed Styx posters in 500 store windows to start the campaign with a rush.

Within ten days after advertising began to appear in the *EVENING JOURNAL* distribution increased 43% and Styx Glue was established in the New York market.

Read what M. Feigel & Bro. think of this co-operation.

160,036 calls
made since
January, 1920

by this Merchandising Department
contacting dealers for
Journal-advertised goods.

LARGEST DAILY CIRCULATION IN AMERICA

THE NEW YORK EVENING JOURNAL

(Member Audit Bureau of Circulations)

For data
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write
NEW
HEAR

Outlets secured or copy started

PHONES 2000
SPRING 2027
2028

FACTORY & MARTINIQUE
1600-1606 ATLANTIC AVE.
BROOKLYN
N.Y.

DOUBLE ADDRESS "PEIGEL" NEW YORK
INCORPORATED

186 WOOSTER STREET

IMPORTERS OF
GUM SHELLACS
CHEMICALS, ETC.

ESTABLISHED 1872
INCORPORATED 1894

New York Evening Journal,
New York, N. Y.

April 27th, 1921.

Gentlemen:

ATTENTION MR. BORCH

Accept our most sincere thanks for the kind co-operation
which your Merchandising Department has rendered us in behalf of
marketing our new product, Styx Liquid Glue.

Through the effort of your men and our Sales Organisation,
we have very successfully placed our product in upwards of fifteen
hundred stores within a period of four weeks. The advertisement in
your Trade Paper has also been very beneficial to us, helping us make
many sales.

We intend advertising Styx in other cities, and shall cer-
tainly use your medium for advertising in these respective cities.

Thanking you again for your kind co-operation, we beg to
remain,

Yours very truly,
M. PEIGEL & BRO., INC.,
Max Saganman,
Treas.

Styx

For data on
the New York market
write the Advertising Department
NEW YORK EVENING JOURNAL, 2 Columbus Circle, New York
58 Sutter St., San Francisco, Cal.

CA
R KEVENING JOURNAL
dit Bureau of Circulations)

—the manufacturer's extremity

is the Newspaper's Opportunity.

Daily Newspapers can sell more goods even under present business conditions than any other national advertising medium.

Newspaper space can be bought precisely where and when you need it, and at the lowest rate per thousand readers.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888
Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

How to Capitalize the Contest Instinct of Your Salesmen

A Wholesome Spirit of Competition Can Be Developed by the Right Kind of Contest

By S. C. Lambert

TWO sales managers were spending a week-end playing golf. As they started out of the clubhouse, one of them said: "Shall we make it twenty-five cents a hole, just to make it interesting?" And the other man said: "Sure. Pep things up a little."

And that made him think. Twenty-five cents didn't mean anything to him one way or another, but "it made it interesting." Just the day before he had decided flatly against sales stimulation of any kind so far as his men were concerned.

"We pay our salesmen to sell goods. We expect them to do their best. They expect to do their best. It would be an insult to our men to offer them a prize to stimulate their efforts. It is humiliating to good men to insinuate that they aren't doing their best and that an extra incentive is necessary."

And here he was going joyously into fierce competition over twenty-five cents a hole! He began to wonder if the same mental attitude that would make him fight for that amount would not have its effects if applied to his men as an organization. "Something to make it interesting"—why not?

It just happened, too, that orders were not coming in so fast as they should. There were plenty of reasons why the house had to take a drop in volume. He could keep his directors convinced. But how long could he keep them convinced? How long would men with money invested in a business be willing to accept excuses? Would salesmen of their own accord ever wake up to the fact that the war is over and that business can be dug up? The truth was that his organization was not getting the business it ought to be getting. Here and there he had

heard a hint to that effect. Was it not about time to take the stand that business was to be had by the man who was strong enough to go out and take it? This business of excusing the lack of orders wouldn't pay salaries. The thing to do was to jump entirely out of that attitude and start in now to get the business.

Thus the sales manager thought it out as he traveled from hole to hole, all the time working earnestly for the twenty-five cents. When he had finished the round it was not yet time for lunch. There was to have been another round that afternoon. But the afternoon round was forgotten in the more interesting game which had opened itself before him—that of stirring up his men.

By noon he was on his way to his office. By evening every man had a strong, personal letter, written on the spur of the moment and while the subject was hot in the sales manager's mind.

WORKED PLAN OUT IN TERMS OF GOLF

The contest was on by Monday. There were to be just eighteen days to this contest—eighteen holes, he called it. To win the hole a salesman had to do a hundred dollars in business that day. If he did it, he won the hole, and he got \$2.50. If he did not write a hundred dollars in business he lost the hole and got nothing. At the end of eighteen days, prize money would be paid to each man at the rate of \$2.50 for each perfect day. The man who could show the greatest volume of business for the entire eighteen days would have his prize money doubled.

Here was a case of a sales manager convinced against his will, but big enough to realize that the little incentive that appealed to him would appeal to his men.

It is customary for confectionery plants making chocolate creams to decrease production in the spring. As warm weather approaches certain chocolates are at such a disadvantage on account of the heat that there is very little desire on the part of the trade to stock them. Practically every factory, admitting this, cuts down its force.

**A SLUMP IN THE INDUSTRY MEANS
MORE BUSINESS FOR HIM**

One sales manager who had followed this custom for a long time got an idea a few years ago. It was approaching the time when every factory cut its production and the salesmen went to the trade with "summer specials." Of course everybody did a little business on chocolates, but nobody expected to do much. This sales manager argued this way to himself: "There may not be enough chocolate business for every factory to go at full blast, but there is nevertheless quite a bit of business, taking it altogether. Every competitor has made up his mind that now is the time for the slump. He won't know how far the slump is natural or how far it is forced. But when he sees his business on chocolates starting to fall off, he will feel sure it is only a normal dropping off, and he won't suspect anything. He'll take the drop without a protest. It ought to be a good time for somebody to forget the season and go right through, grabbing all the business in sight. There ought to be enough volume to support at least one concern, going at full blast. There is the added advantage of being able to get out enough production to keep our entire force through the summer, all ready for winter. Also the advantage of getting our line into many stores we aren't in now."

The outcome was that this sales manager undertook to sell during the summer months the regular output of chocolates, in spite of the hot weather. He ordered production accordingly. He made up a special assortment or "deal" and put it up to his men. Each man

was to sell at least two of the assortments each day. For each assortment sold the salesman would get one sock—two assortments sold would give him one pair of socks. The sheer audacity of the undertaking interested the salesmen. They enjoyed the idea of gaining a march on all the competitors and being able to introduce their line in many stores where competitors had been able to keep them out.

With competitors momentarily off their guard, busy on other items, this sales force, with a special offer, had a comparatively easy time getting their volume sold. The factory went right through the summer without a break in production. The sales force introduced the line into so many more stores that by fall much larger production was necessary. This "surprise attack" actually succeeded in establishing that line of chocolates in such a way that nothing has been able to dislodge it since that time. From a second or third best seller it developed in a few summer months into the best seller in the territory. The contest idea—the appeal to the sporting instincts of the salesman—proved the keynote of the plan. Some of the men got so many pairs of socks for themselves that they finally worked out a plan whereby they could trade orders for socks for orders for hosiery for their wives.

A New York concern, having a sales force covering the metropolitan district, sells three items. One is very popular and practically sells itself. The third is a new product and as yet a slow seller. It must be pushed over. Right at this moment the entire force is working for straw hats. Every man who sells fifty cases of the last item gets a straw hat ready to wear when the season opens. At the same time straw hat orders are distributed to the winners those who did not sell the volume will be presented with tiny brown derbies.

This is not meant to be a symposium of special plans for contests or prizes, so we don't mind

Diversification of Industries Keeps Hard Times from Louisville

Diversification of industries has been a big factor in solving the employment problem in Louisville. At the peak of industrial disturbances, when other cities of equal size had thousands who were jobless, but 4,500, or less than 2% of Louisville's population, were out of employment.

Louisville's growth industrially, in the past six years, has been little less than marvelous. The industrial census of 1914 showed but 782 major factories, with a manufactured output valued at \$105,000,000.00, while that of 1920 showed 1,200 major factories with an output valued at \$405,000,000.00.

The total capitalization of Louisville's industrial enterprises in 1914 was \$89,000,000.00. In 1920 the increased capitalization was \$30,400,000.00, nearly a third of her entire capitalization of six years previous, and over \$10,000,000.00 of this was for new industries.

The Louisville Industrial Foundation has been a big factor in the industrial growth of Louisville. Since its organization, four years ago, it has established 57 plants, employing 6,000, and with an annual pay roll of \$6,000,000.00. During the year 1920 fifty new plants were established in Louisville. These industries employ 1,768 operatives, have an annual pay roll of \$2,132,000.00, and their manufactured output exceeds \$17,000,000.00 yearly.

Louisville is in an excellent condition industrially. It is the natural clearing house for Kentucky's agricultural and mineral wealth. National advertisers will find it a wonderfully productive market, when reached thru the advertising columns of Kentucky's largest morning circulation—

The Louisville Herald Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representatives: Glass and Irvin, Wrigley Bldg., Chicago

Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta, Ga.

Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

changing the subject and listening for a moment to the proverbial "wet blanket":

"Sales contests are demoralizing. They are like a 'shot in the arm.' Once you get in the habit of offering your men a special prize for doing what they are paid to do you never can get any work out of them without offering something in addition to salary. It's like bribing a child to be good. Instead of developing the child you only teach it to expect pay for being well behaved. It's all wrong. It's a most disastrous habit into which to get—a most unfortunate thing to let permeate a sales force. I know a lot of men who tried it but it did more harm than good in the long run."

All of which may be true. But we come back to this fact—that many sales managers and many salesmen are convinced of the value of special drives and prizes. Of course others are convinced of the contrary side of the case. May this not permit us to assume that there is something to be said on both sides, also that the evil of the sales prize and the contest does not seem to be in the use of the plan, but rather in the abuse?

When special prizes and sales contests have wound up badly and resulted in a demoralized force, it can often be traced back to the sales manager who handled the contest.

THE CONTEST MUST BE BIG IN SPIRIT

The sales contest must be big from the human standpoint. It must be more than a special compensation to the individual. It must be big in the spirit of competition, which every real salesman relishes. It must be properly "staged." It must be long enough to get actual results, but not permitted to drag out. We are not going to try to lay down rules here for the model sales contest, because the methods must vary with the house and the line and the territory. The only point we can make here is that the individuality of the sales manager is the first essential.

Given a sales manager who can safely conduct sales contests, the psychological effect of a well-handled, properly arranged contest is most satisfactory. It helps the salesman renew his enthusiasm. It helps him attain a new attitude of optimism and a renewed determination to get the business. It brings the element of play and sport and competition into the work. Properly conducted, the letters and bulletins on the contest act as a new vitalizing influence.

Now let's look at it from the salesman's angle. Just what is the principal advantage of a contest to the salesman?

The salesman works alone—a sort of a lone wolf hunting singly. This is especially true in the case of the man working away from headquarters—out in a country territory. Maybe he goes for weeks and months without having personal contact with a man from the home office. But every day he butts against obstacles. He is confronted by the objections of dealers who do not want to buy. He is made the target for all the grief and mistakes committed by the shipping department, the manufacturing department and the credit department. Every grievance which the prospective buyer can bring to his aid is heaped upon the salesman. If there are enough real orders to offset the discouragement of criticism and refusal to buy, the former acts as an antidote for the latter. But when there is a general slump and the end of the day finds the turn-downs overshadowing the sales, then the salesman is truly in a mournful mood.

The salesman who gets a good volume, even though he puts in a fourteen-hour day, is not so tired when night comes as the individual who has plodded all day long with hardly an order to reward his work. There is nothing so absolutely tiring and wearing upon a salesman as going day after day through a territory which is not buying well.

Right now is a most trying
(Continued on page 48)



Building Permits In Baltimore Exceeded

\$15,000,000.00

for the first four months of 1921. These figures are over two million dollars in excess of those of the corresponding months—January, February, March and April—of last year.

Building operations for the month of April, judged by the value of the permits issued, amounted to over \$8,000,000, an increase of 373 per cent. over March and an increase of 194 per cent. over April of last year.

Maryland's big city offers you a growing market for your product—a market that can be reached efficiently and economically through the home delivered circulation of THE BALTIMORE SUN. The net paid daily (morning and evening) circulation of THE BALTIMORE SUN for April was **217,726**—a gain of **34,435** over April, 1920.

Everything In BALTIMORE Revolves Around THE SUN

Morning

JOHN B. WOODWARD.
Times Bldg., New York

Evening

GUY S. OSBORN
Tribune Bldg., Chicago

Sunday

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

The Farmer



850,000 Circulation

FOR months last fall the farmer looked fairly solemn most of the time. He felt himself the possessor of wrongs and grievances. And there were those who would never let him forget it.

But now he is cheering up. For with farm labor costing about half what it did last year—he is back on familiar ground. He is growing his crop at practically pre-war costs.

And those crops promise to be good and to sell for prices that in pre-war days would have been regarded as very satisfactory.

So the farmer is going to be a good buyer this year. And the people who

SPENCER, IND.
Farm Life

er Cheers Up!

get his business are those who reach him with their sales message early—this summer while his crops are growing and he is conscious that 1921 is treating him much better than 1920 did.

The farmer needs many things. And he is not going to wait any longer than necessary to get them.

You can tell your story now to 850,000 substantial farmers, evenly distributed thru every agricultural section of the country by advertising in Farm Life—the most national of all farm papers.

THE FARM LIFE PUBLISHING COMPANY
Publishers

Advertising Representatives

JAMES M. RIDDLE COMPANY

New York Chicago St. Louis Detroit Kansas City
San Francisco Atlanta Cleveland

SPENCER, IND.
Farm Life

period for salesmen. Swooping down on the salesmen, softened by years of order-taking and made careless in money matters through the conditions which have prevailed, has come a period of close buying. On top of this has come the tendency toward strictest economy which is the other extreme of the loose spending recently prevalent. And on top of it all the salesman, already depressed by the gloomy expression of many dealers, now finds himself in receipt of more and more letters calling for larger orders and more of them. While the salesman may not have a right to expect anything better, it is nevertheless true that, in the language of one fine old salesman: "There are some days when a salesman's life is a dog's life. And these are those!"

If at this moment the house has the sort of sales manager who is a real human being and who realizes these things as they are, it will prove a distinct blessing to every salesman on the road to have some form of stimulating, life-giving contest which will enable him to jerk himself into the frame of mind where he is better fitted to get the business.

There is business and plenty of it for the man who can get it out. Hundreds and thousands of men who have called themselves salesmen during the past few years are dropping back where they belong. But now there is more than ever a real demand for the man who can sell things. And the ability to sell things is largely a mental qualification. The biggest job of the sales manager right now is that of getting his men into the mental attitude which will enable them to get business where there apparently is none. And the right kind of a sales contest which will develop the spirit of wholesome competition and "make things a little more interesting" while we plug along from hole to hole is one solution which is available to the sales manager who deserves to be a sales manager in helping him help the salesman who can prove that he deserves to be a salesman.

Post Office Department to Give Government Information

In connection with an announcement of the President concerning the establishment of a bureau of general information, Postmaster-General Hays said that the plan suggested by the President is to have in the Post Office Department building a bureau of general information where the public can be advised exactly where they can go to transact any business which they may have with any department of the Government.

There is a well-known lack of information on the part of the general public visiting Washington as to just where the different bureaus, departments and subdivisions are located.

The Post Office Department building is centrally located on Pennsylvania Avenue, and competent clerks will be in charge of this bureau of general information, so that any visitor can quickly find out just where to go to transact any business which he may have in the event he is not acquainted. This lack of knowledge has always obtained, but it was increased by the general enlargement and shifting of the war period.

Gallopin' Dominoes Trademarked and Advertised

Copy-writers who agree with Hobart Wiseman in his brief for wider use of the language of the sporting page in advertising columns, as set forth in *PRINTERS' INK* of April 21, 1921, will probably yearn for an account like that of the Piroxloid Products Corporation of New York. This company is advertising trade-marked dice. Here are some of the facts for the imaginative copy writer:

These dice are trade-marked "Ace Brand." They are set with rhinestones, and can be supplied in red, green, blue, black and purple. Of course, each set comes in a genuine leather case.

Davis-Bournonville Company Appoints F. E. Rogers

Fred E. Rogers has been appointed publicity manager of the Davis-Bournonville Company, Jersey City, N. J., maker of oxygen, hydrogen and acetylene plants. Mr. Rogers has been with the Davis-Bournonville Company for more than two years, and has been editor of that company's house organ. He was previously editor of *Machinery*.

Will Advertise a Pocket Folding Umbrella

The Canadian Pocket Umbrella Co., manufacturer of a pocket folding umbrella that folds into a space of fourteen inches, plans to advertise that product in Canada. The F. Albany Rowlett Advertising Agency, of Toronto, will be in charge of this advertising.

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To the man who
never heard of you,
you do not exist



RIGHT now, as you read this, you may be sitting within a few feet of other men. If these men don't know who you are, you mean no more to them than a shadow.

They might recognize the newspaper you hold in your hand, but you are merely something not to be stepped on. You have no part in their world.

The world is too big a place for most of us to really live in. So each person lives in a little world of his own—a world peopled with his family and friends and supplied with such devices as he has seen and heard of and may some day use.

Our friends are simply those whose markings we recognize, and whose characteristics we know. This rule of acquaintance applies to goods as well as to people. We buy the article or

the package or the brand that we are familiar with because we know it—just as we nod and smile to the men and women we know, and ignore the strangers.

The strangers may have better qualities than those we know, but that makes no difference.

Same way with merchandise.

It has become the habit of the American people to consider advertising the proper and natural way for the maker of an article to introduce it to their acquaintance and keep it there.

Advertising or not is not merely a question of selling goods or not; it is a question of how many human beings know that the thing you make exists, and how they may sometime be able to use it.

An advertisement is primarily an introduction, and secondarily

a salesman. It makes new friends and it holds old ones. It makes the public know your goods and regard them as a friend.

To stop advertising is to stop greeting old friends and to stop making new ones.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, Inc.

Advertising

10 STATE ST.
BOSTON

381 FOURTH AVE.
NEW YORK

MCCORMICK BLDG.
CHICAGO

Moulding favorable public opinion for articles or services that deserve it

A Manufacturer's Views on the Revivification of Our Commerce

In Order to Restore Home Industries to Full Operation Our Farms and Factories Must Supply Large Foreign Demands

By E. M. Herr

President, Westinghouse Electric and Manufacturing Co.

HOW can foreign trade, as well as domestic trade, be restored?

The processes of restoration at home are already at work and with the steady and continuous reduction in war-time prices, the liquidation of inventories, and reduction of wages, we are as rapidly as perhaps is safe and practicable bringing about a condition where the diminishing cost of our products should soon again set the wheels of industry turning with a rapidly accelerating speed. How rapidly domestic industry will be restored will then depend upon the willingness of our people to work. By willingness to work I mean fair and adequate production for each day's pay.

Our people know how and are able to give such an amount of production that they can command a wage which, measured by its purchasing power, will always be much higher than that of our foreign competitors, or what means the same thing, our workmen, with their great producing capacity, can live better and have more of the comforts of life than any workmen in the world. We have the raw materials, the best machinery and financial facilities in the world, and the skill and producing ability in our workmen. With the adjustments now being made, there will be nothing further needed to restore our industry at home.

To bring about a restoration of industry abroad, our country, the greatest creditor nation in the world, must arrange to continue exporting in as large a volume as is required by the needs of other nations. Not only must the needs

of foreign nations be considered, but our own needs as well. Our farms and factories have a normal capacity of approximately 20 per cent above our consumption demands; therefore a large part of our output must be sold abroad if our developed resources are to continue to be properly employed, or in other words: If our home industries are to be restored to full operation, we must see to it that our farms and factories supply the large existing foreign demand.

LAST YEAR'S RECORD OUR INDEX

The record of our last year's exports shows very clearly how very great are the foreign needs which we can supply, but the sudden fall in these exports during the past few months also shows that our exporting conditions are no longer satisfactory. The fall in our domestic prices will do much toward correcting the unsatisfactory conditions our export customers have to meet, but the question of prices is not the only difficulty.

These foreign customers are unable to pay cash and must have credit in liberal amount and extended through a period so long as to make it impossible for any American manufacturer to carry their obligations. Our banks even cannot carry the paper of these customers, no matter how good it may be, for they are not organized to extend loans for one or two years, or even longer, as must often be arranged. We are further handicapped at present because our dollar is at a premium in every country in the world. To correct this we must not only export to foreign countries but must, as we can, take a corre-

sponding amount of their produce, their securities, or their future obligations. Fortunately, under the Edge Amendment to the Federal Reserve Law, our financiers have organized and are developing a corporation, the Foreign Trade Financing Corporation, whose organization is similar to that of the British Investment Trusts, some of which have been in operation for nearly one hundred years, during which time they have been very powerful influences and agencies in protecting and furthering Great Britain's trade in foreign lands.

This corporation will be able, with its vast resources, to deal with financing long-time foreign credits. It is designed to supplement existing banking machinery and not to trespass upon the functions of the ordinary commercial banks or take out of the ordinary commercial channels the funds that should remain liquid. It is capitalized at \$100,000,000 and under the law may issue, when its capital is exhausted, debentures to the amount of ten times its stock, amply secured by well-selected collateral held in trust. Such a financial organization will be able to supply long-term credits and also make investments in foreign securities and thus furnish the link in our economic facilities which must be provided before we can hold our foreign trade and fulfil our mission in enabling the industries abroad as well as at home to be restored.

The corporation will serve all classes of the American people. It will serve the manufacturer by enabling him to maintain for his product markets in foreign lands, which, without adequate machinery for the extension of long-term credits would not be possible.

It will serve the farmer in much the same way as the manufacturer, keeping open the markets of the world for his surplus products. It was the partial closing of foreign markets to his products, through the breakdown of credit machinery and the accumulation in American granaries and warehouses, that contributed to the difficulties of the farmer during the

past year. This applies not only to grain and cotton, but to tobacco, meat, condensed milk, and other farm products. It is stated that our agricultural communities have suffered to a greater degree during the past six months than during any similar period in a generation.

The corporation will serve labor by providing through the extension of credit the means for labor's employment. As, after all, everything we export is the product of labor, it will be appreciated to what extent the operations of the credit machinery provided by the resources of the corporation will tend to give everyone work and provide steady employment.

It has been announced that fourteen State legislatures, those of Ohio, New York and California being the latest, have passed "enabling acts" permitting State banks and trust companies to purchase stock in the Foreign Trade Financing Corporation and that legislation of this kind is pending without opposition in several other States. It is gratifying that such progress in this important addition to our foreign trade machinery is being made. As to its value and far-reaching advantages there can be no doubt. It will not only aid and stimulate foreign trade, but it will undoubtedly have a very stabilizing influence upon present world conditions.

MUST MAKE DECISION NOW

The United States is now in the position where it must determine whether it will in the future be commercially and financially a world power or whether it will retire to a provincial home trade. History teaches us that only those nations become great and prosperous who vigorously cultivate and pursue trade with foreign nations. The spirit, energy and ability of our people are such that only the first course is thinkable, especially now that conditions, brought about largely by the great war, have made our country the great creditor nation of the world; have given us what we lacked before, an adequate merchant marine, and have caused the

The Chicago agency of Simmonds & Simmonds has placed a large and distinctive campaign in The Minneapolis Tribune for the Ilg Electric Ventilating Company's electric kitchen ventilating fan. The advertising copy, besides being strongly illustrated, carries a most convincing argument into the home in behalf of a cool, sanitary kitchen. Although this company has recently opened up the Minneapolis field, it enjoys good distribution and its campaign in The Tribune will result in considerably increased business.

The Minneapolis Tribune is in receipt of a strongly sustained advertising campaign from the Martin V. Kelley Company for the Lexington Motor Company. This copy is snapily illustrated, carries convincing text matter, and will prove a strong factor in the matter of pushing sales for this popular automobile in the Northwest.

The Leader Department Store, of Minneapolis, crowded its building the first week of May with a twentieth birthday sale. Double truck and page display advertising announcements were carried in The Minneapolis Tribune. The second day of the sale the store management announced in its advertising that all previous sales records had been broken.

The Retail Credit Association of Minneapolis has contracted with The Minneapolis Tribune for a half-page-a-month display campaign to be carried for twelve months. Institutional copy, prepared by the Service Department of The Tribune, will urge the prompt payment of bills.

The Minneapolis Tribune is in receipt of copy and schedule from the Wm. H. Rankin Agency for an elaborate new campaign of Goodrich tire

advertising. The well-known Rankin excellence of illustration and text marks this copy, which is bound to command attention because of its large size and striking arrangement. Unfortunately our typewriter "slipped" when we prepared copy for the May 5 page in Printers' Ink, and we credited the Goodrich account to the Erwin & Wasey Co., Agency, which, of course, handles the Good-year tire account. However, they are both good agencies, and if Rankin will forgive us we know the Erwin & Wasey Company will.

The Minneapolis Morning Tribune most emphatically demonstrated its pulling power with the women of that city one day last week when it packed the third floor of the Dayton department store in response to an announcement that Clara Kimball Young, the movie star, would receive the women of Minneapolis at 11:30 in the forenoon. The arrangement with Miss Young to meet the women of the city was made late in the afternoon and The Minneapolis Morning Tribune was the only paper that could carry the message to women readers. The Dayton company used a 3-column announcement, 196 lines deep, and the women began arriving by hundreds long before the appointed hour. As a result of this small ad more than 5,000 women, it was estimated, crowded the third floor of the Dayton store in a solid mass until after 12 o'clock, when Miss Young ended the reception. Following the affair Miss Young said she had never before shaken hands with so many women at any similar reception.

Crop conditions in the trade field of The Minneapolis Tribune in the Northwest were never better than now at this time of the year. A good crop this fall will insure splendid business for advertisers in The Tribune.

Member A. B. C.

The Minneapolis Tribune

Is the oldest and best daily News-paper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.
Makes no trade contracts.
Is cautious as to its credits.
Has the largest total circulation.

Has the largest home carrier circulation



**FIRST
in its
City**

**FIRST
in its
State**

**FIRST
in its
Federal
Reserve
District**

development of our industrial and economic resources far beyond the needs of our home market.

Let us, therefore, resolve to respond to the call to the commercial service of our country as we did to its military service and see to it that the American Commercial Army is as quickly, adequately, and successfully mobilized for foreign service as were our great military and naval forces in the world war. It is true, we have had small experience in this field, compared to the great commercial nations of Europe, but so did our army, and yet, with intensive training and the American spirit, no troops gave a better account of themselves on the field of action and so I contend will we find our men in the commercial field of foreign service, resulting in the full restoration of industry, both at home and abroad.

Imports Increased; Exports Decreased in April

In April our imports increased while our exports continued to decrease. The exports were \$340,000,000, as compared with \$387,000,000 for March, 1921, and \$684,000,000 for April, 1920. For the ten months ended April, 1921, exports aggregated \$5,850,000,000 as against \$6,734,000,000 for the corresponding period of a year ago.

Imports during April amounted to \$255,000,000 as against \$252,000,000 for March, 1921, and \$496,000,000 during April, 1920. Imports during the ten months' period ended April, 1921, totaled \$3,264,000,000 as compared with \$4,255,000,000 during the like period a year ago.

Notwithstanding the trend toward the reversal of trade operations, as evidenced by the April estimates, the increase in the country's balance of trade in the month was estimated at \$85,000,000. This increase in the balance of trade for the month compares with an increase of \$135,000,000 in March and \$188,000,000 in April of last year. The balance of trade in favor of the United States accruing for the ten months ended with April totaled \$2,586,000,000 as compared with the gain in the balance of trade of \$2,479,000,000 for the corresponding ten months' period a year ago.

Du Pont Company Appoints R. H. Sheppard

R. H. Sheppard, who was formerly with the Sherwin-Williams Company, Cleveland, has been made assistant director of sales of the paint and varnish section of the Du Pont Co., Wilmington, Del.

Advertising Indicates Revival of New England Spinning Industry

There is an indication of an early revival of the spinning industry in New England in the advertising which the New Bedford Storage Warehouse of New Bedford, Mass., is now running in newspapers.

After extolling the virtues of New Bedford as a city, this warehouse company says:

"More than half the cotton spindles in New England are located within thirty-five miles of New Bedford, and virtually all the New England spindlage is within 150 miles of that city. New Bedford is the natural spot and storage centre for this territory. Start your cotton at once for New Bedford if you wish to be in position to handle advantageously the business that is bound soon to develop from New England mills."

Woolworth April Sales Increased

The F. W. Woolworth Company reports sales for April of \$10,963,473, a gain of \$221,925 over the same month last year, or 2.07 per cent. For the four months ended April 30 last sales totaled \$40,284,996, an increase of \$2,045,207 over the same period of 1920, or a gain of 5.35 per cent. The increase by old stores in the four months was \$1,233,375.

President Parson called attention to the fact that in 1920 Easter came in April, whereas this year it was in March, and that Easter business usually is second only to Christmas and makes quite a difference in the sales, but notwithstanding this the April sales show an increase.

Joins Brotherton-Knoble in Cleveland

C. O. Morton, for the last three years with the Westinghouse Electric & Mfg. Co., in charge of advertising on electrical heating appliances and ranges, has joined the Cleveland branch of the Brotherton-Knoble Company.

B. L. Williams in Minneapolis

B. L. Williams, formerly advertising manager of the Associated Stores Shoe Corporation, Cedar Rapids, Ia., has become assistant in the advertising department of Wyman-Partridge & Co., Minneapolis.

Irving C. Buntman, for the last three years local advertising manager of the Milwaukee *Herold* and *Sonntagspost*, has also taken over the foreign advertising for these publications. He will also assume charge of the *Haus und Bauernfreund*, *The America* and *The Rundschau* farm weeklies.

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Advertising in the right media means business that needs no cure, no bolstering up. That's why Bayer's Asperin is advertised in the magazines of The All Fiction Field.

The ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

1,596,415 A. B. C. Circulation

The outlet to the Southern Market

One hundred eighty-three thousand eight hundred and seventy stores of varied character comprise the outlet to the great Southern Market, of over thirty million people with money to spend.

31,744 DRUG STORES



Toilet requisites—soft drinks, medicines, candy and sundry articles—find ready sale from these shelves when advertised.

22,569 GROCERY STORES



This number of exclusive grocery stores distribute thousands of tons of foodstuffs to Southern people.

17,490 DRY GOODS STORES



Supplying the clothes and household necessities of the South. Their stocks replenished in accordance with the demands of the public.

6143 BOOT AND SHOE STORES



Selling boots and shoes exclusively (besides numerous boot and shoe departments in other stores), selling a minimum of over 60,000,000 pairs of shoes a year.

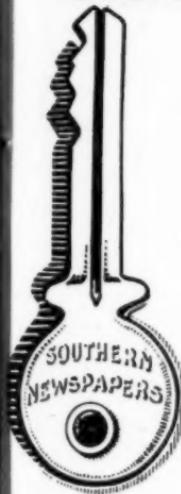
11,021 HARDWARE STORES



Selling products, that help to fill the hardware needs. Needs that are established and essential to the entire South.

Northern and Western manufacturers who overlook the South are passing up a wonderful market of prosperous people.

The Key to the Southern Market



Southern newspapers offer you the direct media for introducing and selling your product in the South.

In planning your next appropriation, figure on using generous space in Southern newspapers. With no other mediums can you so surely, so economically influence the Southern Market.

Sell It South Through Newspapers



Southern Newspaper
Publishers' Association

Chattanooga, Tenn.

Are you blazing new trails?

YOU who advertise are seeking constantly the unusual and the unique. In the realm of Direct-Mail advertising we have happily been able to offer some out-of-the-ordinary suggestions.

Samples may be had for the asking

Charles Francis Press

PRINTING CRAFTS BUILDING

**461 Eighth Avenue, 33rd & 34th Streets
New York City**

Telephone Longacre 2320

Are High Rents Responsible for Slow Sales?

The Extra 50 to 70 Per Cent of Rent Represents Money Which the Business Man Cannot Get

By Christopher James

YOU will find mighty few newspapers and magazines nowadays which haven't something to say about the "buyers' strike."

The phrase is in everybody's mouth, just as the phrase, "the German spy system," was three or four years ago.

In my humble opinion there is no more foundation for one than there was for the other. I am sure that the logic of events will show that this is the case.

There is no buyers' strike. People are not buying as they did a year ago—that is true. But that is not because they don't want to buy or because their needs are less. It is because they haven't the money. And the reason for that is that the budget of perhaps nine families in ten has been sadly upset by the fact that a much larger percentage of their incomes is spent for rent—shelter—than was the case only a few years ago.

We are a nation of renters. New York City is, of course, the most striking example. Figures are not available at the moment, but my recollection is that 92 per cent—or is it 96?—of the population of New York City pays rent. Now, if any considerable proportion of these people is paying considerably more for rent than it was in 1917 or 1918, it stands to reason that there is just that much less for shoes, clothing and amusements.

HOW THE ENGLISH DO IT

The English have been "doing business at the old stand" for a good many years—far more than we have. And they have reduced many things to a formula. Before the war the rule in England was "one-seventh of your income for rent."

Before the war millions of

American families spent a quarter of their incomes for rent. I'll venture to say that right now a third is nearer the mark. I'll go further and say that in New York and Chicago the figure, in many cases, is pretty close to one-half. If that is true—and it is—is it any wonder that "something has happened"?

Perhaps I can make my argument clearer if I tell what has happened, and is happening, in my own case. I am writing under a *nom de plume*, so it won't make very much difference if I say some things which I wouldn't care to say over my own name.

I am what is known as a "\$10,000 a year man"—that is, my income for the last twelve or fifteen years had been somewhere about \$10,000. Part of this income is from investments. Part of it is earned. On that income I could—and did—belong to a good club. I could—and did—live in a good neighborhood. I could—and did—buy good clothes. I could—and did—go to the theatre as often as I wished.

In the early part of 1920 I decided that I would "take a year off," go to some quiet spot where the cost of living would not be burdensome, and do certain things which I have wanted to do for a great many years.

I gave up my apartment (the rent of which, by the way, had been advanced 90 per cent), resigned from my club, moved away from New York, found the city I was looking for and settled down.

There and then I became a \$4,000 a year man. And I now look at things from a \$4,000 a year standpoint.

Of course, I have to have food. Equally, of course, I have to have shelter. But I say very frankly

that by the time I have paid the grocer and the landlord, there is mighty little left for the dry-goods man and the moving picture man and the haberdasher.

In the beautiful and delightful little city where I spent the past winter my purchases in the way of wearing apparel have not exceeded \$10, and I have been here five months. The local department stores can advertise as many "reduction sales" as they like—they won't get my money, for I haven't any.

Instead of buying three or four or five books a month—as I did in New York—I "patronize" the public library. I read more than I ever did—and it costs me nothing.

The apartment I occupy used to rent for \$60 a month. It is worth that—and no more. I pay \$130. The difference between what I pay and what I should pay—\$70—is the amount that the business men of this city *don't get*. The landlord gets it. I understand that he intends to build another apartment building. Good! Perhaps he does not know it, but if he does build, he will help reduce rentals. Meanwhile, business downtown is quiet. In fact, it is pretty nearly dead. The retailers aren't getting the \$70 a month which they would get if my rent were normal. And they are suffering. The wholesaler back of them is suffering. The manufacturer back of the wholesaler is suffering. Why? For the very good reason that I and ten million other men are spending anywhere from 50 to 150 per cent more for shelter than we can afford.

We get along as best we can. We have our clothes "turned" and our shoes half-soled. We make our shirts and collars and hats "do." The hat I wear is a disgrace. But what do I care? I haven't the money to buy a better one.

But, mind you, I'm not on strike. There are all sorts of things I'd like to have. I'd buy them if I had the money. But—I haven't.

The truly remarkable thing about it all is that I'm happier and

freer from worry than I have been for years. And I have an idea that some day—and it may not be far distant—it will be the landlord's turn to worry.

Better Automotive Equipment Merchandising Needed

One of the big problems facing the automotive equipment trade is the education of dealers in proper merchandising methods, arising out of the varied channels through which that equipment is sold. Because dealers do not properly represent their products to the public, equipment and accessory sales are not what they might be were the dealers to employ selling methods such as are used in other retail lines. The problem is one that affects every branch of the trade from the manufacturer and the distributor down to the dealer. Better merchandising on the part of the dealer would mean greater profits to him, increase the business of the distributor he buys from, and finally increase the business of the manufacturer in turn.

The dealers do not represent their wares to those who come into their store. Practically every sale is made by the customer coming in and asking for the article. No attempt is made to sell him other products. What is more, in very few cases are articles displayed in such a manner as to attract the public's attention.

Sales of dealers will not increase as long as they wait for the public to come in and ask for things. How is the public to know that the dealer carries certain articles if the dealer does not represent them to the public? Attractive displays plus personal sales efforts are needed. No dealer should allow a man to leave his place until he has been shown other products or had some of the other products he may need called to his attention.—*Automobile Topics*.

St. Louis Agency Adds Shoe Account

The Ross-Gould Company, St. Louis advertising agency, is placing the account of the Gordon Booteries, of the same city. Space is being used in daily newspapers in twenty-one cities where the Gordon company operates retail stores, and in several mail-order publications.

The Western Wire and Tube Company and the Republic Metal and Rubber Company have placed their accounts with the Ross-Gould agency.

"Little Story Magazine" Will Change Name

With the July issue the name of the *Little Story Magazine*, published at Philadelphia by William H. Kofoed, will be changed to *Brief Stories*. The page size of the publication will be enlarged.

J. M. Brown has been appointed advertising manager of the *Tampa, Fla., Times*, succeeding O. D. Wetherell.

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**The home is the great buyer
of furniture. In Minne-
apolis, the home paper is
The Journal—60,000 daily
in the city. There is a direct
relation between these facts
and the preference of Min-
neapolis furniture stores for
Journal space—a preference
maintained for the last eight
years, and last year increased
by 17% more display adver-
tising than they placed in
any other newspaper.**

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

Does Consignment Selling Offer Manufacturers Any Help?

Generally Regarded as Only an Eleventh Hour Measure

J. WALTER THOMPSON COMPANY
CHICAGO, ILL., April 24, 1921.

Editor of PRINTERS' INK:

Will you be kind enough to refer me to articles dealing with the subject of selling on a consignment basis, vs. straight selling?

Am especially interested in the cases of manufacturers who have changed from the consignment basis to straight selling, in so far as it affected their volume of sales and especially their sales expense.

J. WALTER THOMPSON COMPANY,
By R. D. SMITH.

IN 1915 PRINTERS' INK published a very complete survey of the question of consignment selling. The articles appeared in the issues of March 4, March 11 and March 18 of that year.

The situation, as outlined at that time, has not changed materially since. True enough the war scrapped, temporarily at least, all sales policies of a concessionary character. But even before that the reputation and the value of consignment selling had been steadily going downhill for several years. It figured less and less as an important factor in distribution. To what extent the practice will come back into use again, now that strenuously competitive methods are coming into vogue once more, remains to be seen. The inquiry from the J. Walter Thompson Company and several others of like nature which we have received recently indicate, however, that the subject is at least being discussed at the business council table.

Before going any farther, let us admit that consigning is an entirely irregular method of distributing. It is generally regarded as a weak-kneed policy, and when a manufacturer has recourse to this plan it is, as a rule, only because he is desperately desirous of finding a solution for some sales problem that does not yield to other methods.

Broadly, the reasons leading to the adoption of consignment as

part of the sales programme may be grouped as follows:

(1) Being unable to sell his goods in the usual way, the manufacturer tries to get distributors to accept them on consignment. This is an eleventh-hour measure, often undertaken when goods are going bad, are getting out of style or are becoming unsalable for other reasons.

(2) Having a new product to introduce, a manufacturer will sometimes shrewdly see that he will have a hard time convincing retailers of its salability. He realizes that if he could only get his product on display it would sell itself. He is thus often able to get it on consignment until it demonstrates its right to go in regular stock.

(3) New goods are occasionally put out on consignment in the stores of a few friendly retailers for the purpose of testing them out. This is in the nature of a laboratory experiment. The reaction of the consumer to the display is carefully noted and the observations are used later in formulating the regular sales policy.

(4) Sometimes goods are consigned instead of sold outright as a means of price stabilization. Several concerns adopted this plan during the recent period of price variation. Take, by way of example, a product made largely of copper. When the price of this metal is fluctuating widely, either up or down, the wholesale price of a copper product may change frequently. If the manufacturer, under these conditions, has to guarantee his prices against decline it may be a convenience to him to ship his goods on memorandum only, billing them when sold and at the price then prevailing. If the manufacturer can work this scheme both ways—that is, when the market is going up as well as going down—it may work out fairly well.

Know Your Market

Before Your Advertising Begins

Did your campaign "go over like a house afire" in New York, or in some other big market?

Fine!

Will it do the same thing in Chicago?

QUESTION! And a big question!

Chicago is normally receptive to good merchandise.

Chicago is generously responsive to good advertising.

But by all means find out what its attitude will be toward your particular product before you spend a lot of money in an effort to break into Chicago.

The Chicago Evening American will be glad to tell you anything you want to know about the Chicago market.

Its field staff is at your service, and will give you a report ON CONDITIONS AS THEY ARE.

With an *actual market report* and not a bold *solicitation for advertising* before you, you may correctly estimate the possibilities of Chicago for the product you have to sell.

No charge for this service. It is free to advertisers and agencies.

CHICAGO AMERICAN
EVENING

Member A. B. C.

April Circulation Over 400,000

*In New Orleans
it's the ITEM*

Despite the fact that the week-day ITEM has competition in its field it now sells

more than

65,000

copies every issue--a lead of more than 50% over its afternoon contemporary and a CITY CIRCULATION probably as large as that of its morning

neighbor, which has that field
all to itself.

THE SUNDAY ITEM

now enjoys a sale of

more than

95,000

probably the largest paid cir-
culation of any New Orleans
newspaper at this time--and
nearly three times that of one of
our competitors.

Yes--"In New Orleans it's *The ITEM*"

(5) Consigning is used in a few instances as a means of maintaining the retail price. When the Supreme Court handed down its decision in the famous Dr. Miles Medical Company case, Justice Holmes in writing the dissenting opinion hinted that as the legal status of price maintenance then stood, the manufacturer could uphold his retail price so long as he held the title to the goods. A consignment arrangement made this possible. Dr. Miles' company lost no time in putting out its medicine on that basis. Other manufacturers adopted the same plan. To this day such an important business as the electric industry sells a good portion of its bulbs on consignment.

In no case, however, regardless of the reason for its adoption, is consignment selling an ideal method of distribution. The principal objection to the plan is that it is too hard to operate. It is no more difficult to sell a buyer outright than it is to get him to accept a consignment. Retailers regard memorandum merchandise propositions with disfavor. If a thing has any sales possibilities at all, they prefer to buy it and thus avoid all the nuisance connected with handling consignments. Just the mere accounting side of the proposition causes endless difficulties. The dealer's records and the manufacturer's records never seem to agree. Much correspondence is entailed. This increases the selling cost. Neither will dealers push goods that are only consigned to them. They are naturally going to give their first attention to the goods in which their own money is tied up. Often the dealer takes such poor care of the consigned goods that they become damaged and are later returned to the manufacturer in an unsalable condition.

Taking all things into consideration, consignment selling is a highly unsatisfactory method of doing business. It automatically slows up sales and meets with so much resistance all along the line that it costs more to sell that way than in the usual manner. The con-

signment system offers so little to the average manufacturer that it is scarcely worthy of his consideration at all. It does, however, offer an avenue of approach to the market to a small manufacturer with a limited advertising appropriation, who finds it difficult to gain any distribution. In every large city there is a number of strategically located stores that like to feature novelties and other talk-making goods. They will take a chance on any reasonable consignment proposition if it conforms otherwise with the policy of the store. More than one famous product got its start in that way. It is still a good scheme for the new manufacturer to try, but he should regard it only as a means of getting started. It is too cumbersome and too expensive a method on which to build a big business.—[Ed. PRINTERS' INK.]

Mail-Order Copy for Colorado Honey

The Colorado Honey Producers Association, the headquarters of which are at Denver, is running mail-order copy in farm paper and other mediums on Thebesto Rocky Mountain Honey. It is declared that the association's product is "thick—and sweeter—than most other honey; it is whiter in color; the flavor is so mild and delightful that you want it and enjoy it at every meal. Honey is not only an appetizing sweet—it is a food rich in latent energy. It is good for children of all ages, and agrees with the most delicate stomach."

The economy appeal is incorporated, the saving being in purchasing in large cans and direct from the producers. A five-pound can and a ten-pound can are offered, parcels post prepaid.

One other feature of the association's marketing plan is a retail store in Denver.

Charles W. Cole with Munsingwear Corporation

Charles W. Cole, who was formerly with *Vanity Fair*, New York, has recently been made assistant advertising manager of the Munsingwear Corporation, Minneapolis, Minn.

Paint Advertising Manager Dead

John Schnitz, manager of the advertising department of W. W. Lawrence & Co., Pittsburgh, paint manufacturers, died recently at the age of sixty-one years.

July 19, 1921

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A Bit of Lifelong Artistry



Head bent, eye fixed, sure-handed and nimble-fingered, the plate-maker gives of himself with his skill and his interest. That metal medium under his scrutiny becomes a thing of life, power, usefulness. He tools it until, in his judgment, it is all that it ought to be. He relinquishes it at the right time knowing just when he should stop.

There are many crafters of this kind and calibre in Color-Printing Headquarters. Most of them count the years with us from boyhood—old-timers some of them, who carry themselves with becoming pride in their calling and their connection. They contribute to the start of color printing and make possible a commendable finish.



This is the house of quality in color-printing. We make beautiful covers and inserts for magazines and fine catalogs. In this branch of our work, merchandise is made as realistic as human invention can. Textiles are reproduced so that the eye mistakes imagery for the original. This process is patented and entirely confined.

The knowing and interested touch goes into superb calendars for advertising purposes. The subjects are often the work of artist medalists whose every brush-mark is retained. With the same care, we make for national advertisers, window trims, cut-out attractors, store cards and posters that customers term unique and forceful.



For manufacturers of foods, drugs, tobacco and many other commodities we design and print millions of labels that express on the outside, fine quality within. We do as many cartons, folding boxes and wrappers—all sprightly, attractive and effective in thought and execution. Come to headquarters for color printing, in large lots or small.

We invent trade-names and design trademarks. We search titles of old ones. Our trademark bureau contains 730,000 trademarks registered and unregistered. Without charge, our customers may quickly ascertain whether or not any contemplated device can be registered, at a saving of time, money, and often troublesome and costly litigation.

If you are interested in fine printing craftsmanship, write us on your business stationery for the most realistic specimen you have ever seen.

The United States Printing
and Lithograph Company
Cincinnati, Baltimore, Brooklyn

Getting the Manufacturer's Trade-Mark "Inside"

How the Makers of Dove Undergarments Have Won Over Some of the Biggest Stores in the Country

By Roy W. Johnson

THE manufacturer's trade-mark displayed inside the store is the very cap-stone of the advertising pyramid. It is the final reminder of all that has been read about the product, and often serves to guide the buying impulse at the precise moment when a choice is about to be made. So far as the individual customer is concerned, a trade-mark inside the store may serve to make effective the millions of them which may be displayed outside.

All sorts of methods have been tried out for the purpose of getting manufacturers' trade-marks "inside." In the case of goods which are commonly stocked in cartons, such as hosiery, gloves, shoes, etc., the problem may not seem very difficult. But many of the large stores, and also many of the exclusive specialty shops, insist upon plain cartons, or cartons bearing their own exclusive design. Furthermore, there are many classes of goods which are not packed in cartons at all, or are removed from the cartons before they reach the departments where they are sold. One may visit many of the largest stores in the country and travel from basement to roof garden without seeing a single nationally advertised trade-mark on display. Sometimes there is an absolute hard-and-fast rule against the use of such material. But not always. The recent ex-

perience of D. E. Sicher & Company, makers of Dove Undergarments, in getting their trade-mark displayed in the underwear departments of some of the "best stores" in the country, suggests that past failures may be rather due to the methods by which the big stores have been approached, and also



ANY WOMAN can afford an ample supply of pretty "Dove" Under-garments because they are priced most moderately and carefully made to give satisfactory wear. Trimmed with hand-embroidery, fancy stitching, fine lace, ribbons and embroideries—these are dainty styles of fine cotton cloth and delightful models of Crepe de Chine and Satin.

DOVE Night Gowns DOVE Camisoles
DOVE Envelope Chemises DOVE Corset Cover
DOVE Knitwear DOVE Undershirts
DOVE Underwear DOVE Bloomers
DOVE Chemises DOVE "Sweet"
DOVE Under Sets DOVE Undershirts

Make it a point to find the "Dove" label before you buy.

D. E. SICHER & CO., Inc., "World's Largest Makers of Lingerie"
45-51 WEST 21ST STREET, NEW YORK

DOVE  Under-garments
Beautiful Well-made Lingerie
Sold by Leading Stores Everywhere

A QUIET ADVERTISEMENT THAT HELPED GET THE PRODUCT IN THE RIGHT STORES

to the nature of the material which was offered for display.

W. A. Martin, Jr., the company's sales and advertising manager, showed me a sheaf of letters from stores which are usually regarded as unapproachable, requesting the material offered; and another sheaf of letters from the same stores expressing their thanks and commendation.

In general, there are two main

reasons for the company's success. In the first place the display material itself was selected from the standpoint of the requirements of the store, instead of being designed entirely to suit the manufacturer's self-interest. And in the second place the stores were selected with some regard to individuality; a special letter was designed for each of several classes of stores, instead of using a blanket form letter for all alike; and the soft-pedal was firmly applied to claims of "tremendous advertising value" and the like. The company bore in mind throughout that the inside of the store is the retailer's own domain where the manufacturer has no right to intrude unless he is invited, and the retailer's business is his own business.

Early in March the company sent the following letter to its salesmen:

We are going to advertise in newspapers in your territory this spring, as follows:

(List of Newspapers)

A Dove advertisement will appear in the above on each of the five Sundays in May.

Please send us at once the names of your buyers for these towns, to whom we will send in advance a set of the advertisements, with a letter.

A slightly different letter will be sent to four different classifications of buyers, namely—large store customers, small store customers, large store prospects and small store prospects. In the case of the big stores the letter will be sent to the merchandise manager, advertising manager and display manager, as well as the buyer.

As soon as possible we will send you several sets of the advertisements, together with copies of the letters. Each of the advertisements will be seven inches in depth by three columns, and will run on the woman's page. While not large, they will be arranged in such a way as to be sure to be seen. The campaign is a consistent one.

We believe that you should start talking it properly to your customers and prospects, but it would be a mistake to exaggerate the importance of these advertisements to the executives of the big stores. We don't want to give the impression that we think it is going to cause a big demand to rush to their doors. It is better to understate than to overstate. To them our story is simply that this is a consistent *local* campaign for each of the five Sundays in May, reinforced by the magazine advertising we have been doing throughout the year. So the big store customer might find it

beneficial to let its customers and prospects know at that time that it has Dove Undergarments in stock, by featuring them a bit in the department, and in windows and newspaper space.

We will be glad to send a de luxe display fixture to any big store which wants it.

To big prospects (not yet customers) you can add that they might find it profitable to have some Dove Undergarments in stock at the time this publicity appears.

So keep mentioning this tactfully to the proper parties all spring, especially in advance during the period when we can make deliveries in time; and send us your list of names now.

When the names came in from the salesmen they were carefully sorted in accordance with what the concern actually knew about each store, and the lists when completed were literally "hand picked." Stores with a definite policy unfavorable to the display of manufacturers' brands were not addressed at all, and the viewpoint of the individual retailer was the first and the last thing consulted. As a matter of fact, when sorting was completed, there were six classifications instead of four.

An individual letter was prepared for each classification, and the same policy of restraint recommended to the salesmen was followed throughout. Thus, the letter to the largest store customers ran as follows:

Attached is a set of proofs of the advertisements we shall run consecutively for the five Sundays in May, in the (names of papers).

These will appear at about the same time as our full-page advertisements in the *May Woman's Home Companion* and *June Delineator*.

You would quicken your sales, we believe, by informing your public that you have Dove Undergarments in stock at the time this publicity appears—by featuring them in your department, windows, and your own newspaper advertisements.

We never want to exaggerate the importance of our advertising; and we would rather understate than overstate. But we believe:

1. The novelty styles of Dove Undergarments are an important factor in most of the country's leading lingerie departments.

2. Our advertising has made well known to the women of the United States the attractiveness of Dove styles, good workmanship and high quality of materials.

If you should desire to request it, we shall be glad to send you a de luxe display fixture—a mirror, 12 by 8 inches,

Co-Operative Marketing of Milk an Accomplished Fact

UP to May 1st, 50,000 farmers—all members of the Dairymen's League—had signed contracts to pool the money received from the sale of their milk.

By this arrangement, after the primary market—the *fresh milk market*—has been supplied, the secondary markets—the condensed milk, cheese and butter markets—are supplied in accordance with the laws of supply and demand.

The entire proceeds are pro-rated back to the individual farmers with due allowance for variation in quality, so that each member of the League sells his product on the same basis as every other member, whether or not his particular milk supplies the demand for fresh milk, condensed milk, cheese or butter.

This gives the producer a reliable market, a dependable cash income and confidence in the future. With his business thus stabilized, he can buy for permanent betterment rather than to merely meet an expediency.

Can there be any doubt as to the effectiveness of The Dairymen's League News in reaching the League members who own and control this "Farmer-Owned Marketing Paper"?

Shall we send you sample copy and rate card?



UTICA, N. Y.

Birge W. Kinne
303 Fifth Ave.
New York City

Girard Hammond
Advertising Manager

John D. Ross
10 S. LaSalle St.
Chicago

"The Farmer-Owned Marketing Paper"

with panels 10 by 3½ inches attached to each side, containing beautiful lingerie photos. Each section is framed in French gray. The only advertising on it is in a space one inch high by three inches wide, at the bottom of the mirror—in small, refined lettering on a blue background the words: "Dove Undergarments. Beautiful, Well-made Lingerie."

We stand ready at all times to cooperate with you in any way that we can, to the very best of our ability.

To stores in the second classification the same letter was sent, with the insertion of an additional paragraph which read:

Also if you should want a neat electric flashing sign, a small glass counter sign, leaflets, little cut-outs of doves and a selection of our finely printed display cards, kindly notify us.

Stores in the third classification received a letter containing the latter paragraph, but omitting the offer of the mirror. Still another letter to small customers boiled the offer down to this: "We should be glad to send you a set of our window display material, and leaflets, if you haven't them now."

It will be noted that while the company is very definite with regard to the dimensions of the mirror display fixture, nothing is urged with regard to its beauty or its utility. As a matter of fact it possesses both to such an extent that many stores have written voluntary letters of appreciation. But to over-praise it would simply defeat the company's purpose, and almost any description would sound like over-praise in what the retailer would recognize as a form letter. The retailer is left to judge for himself as to whether the fixture has merit.

Undoubtedly it requires much less time and effort to prepare a blanket form letter and send it out to all stores alike than it does to study each store and hand pick the list for special treatment. But when the cost of the extra time and effort is matched against what amounts to a practically permanent display of the manufacturer's trade-mark inside some of the best and biggest stores in the country, it looks to the present writer, at least, like money well spent.

Page Mr. Edison!

WILLIAMS & CUNNINGHAM
New York, May 13, 1921.

Editor of Printers' Ink:

While Mr. Edison is having his private brawl with the young men of the country concerning their lack of knowledge on miscellaneous topics, I would like to submit to the Wiz, through your columns, a few simple questions in behalf of the advertising fraternity, to-wit, viz., and as follows:

What relation to Pat was Jim Henry?
Who's your tailor and how much do you owe him?

Did you ever fight the film on your teeth, or are you too proud to fight?

Whose aunt was Jemima?

What makes a skin you love to touch? Did you ever touch it? What happened?

What famous orator said "It's toasted"? Did he say it with flowers?

Who made vitamines go to work? Do they work while you sleep?

What carpenter made the first five-foot shelf, and why?

Which is best in the long run—no beer or no work?

Awaiting Mr. Edison's early reply,
I am

ANDREW E. COBURN.

Hoyt's Service Secures New Account

Hoyt's Service, Inc., has secured the advertising account of the Pepperell Spring Water Company, of Pepperell, Mass. This company was recently purchased by Rainsford Dewart, president of the Pepperell Card and Paper Company. An advertising campaign will be run throughout New England, featuring Pepperell ginger ale.

S. H. Small Heads Postum Company

Samuel H. Small, who for a long time has been general sales manager of the Postum Cereal Company, was elected president of that company at its recent annual meeting. Carroll L. Post, who has been president, becomes chairman of the board of directors.

S. W. Meek at Boston Office of Hoyt's Service

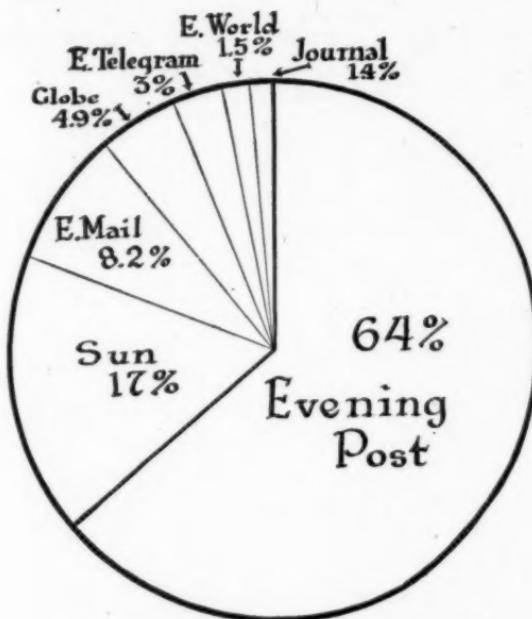
S. W. Meek, secretary of Hoyt's Service, Inc., has been transferred from the New York office to the Boston office. When at the New York office, Mr. Meek was assistant to the president.

With "The Literary Digest"

L. V. Brooks, recently with the A. W. Shaw Company, at New York, has joined the advertising staff of *The Literary Digest*.

A. Vincent Harcourt, who has been service manager of the Baltimore *Catholic Review*, has established an advertising representative's office in Baltimore. He will represent the *Catholic Review*.

The *Evening Post* carries nearly twice as much resort advertising as all the other New York evening papers *combined*—and at the highest rate per line per thousand.



The whole circle represents all resort advertising published in New York evening papers in 1920.

Summer and winter resorts must reach with their advertising people in comfortable circumstances and with leisure for travel and recreation. To reach these people resort advertisers have for years used more resort advertising space in the *Evening Post* than in all the other New York evening newspapers combined.

To reach most effectively people with ample purchasing power, advertisers used 5,628,000 lines of advertising in the *Evening Post* last year.

New York Evening Post
FOUNDED 1801

L. D. FERNALD, MANAGER OF ADVERTISING

What do you mean when you say "The Best Buy In The Farm Field"?

Undoubtedly the best buy among any given class of publications is the one that gives you the greatest amount of "reader interest" at the lowest cost.

But how do you estimate reader interest, and on what basis do you judge costs?

The A. B. C. has given to advertisers a basis on which they can know something definite about the amount of influence their money will buy at so much per line.

You can know not only how much space you are getting and the volume of the circulation, but you can know *how* that circulation is secured.

Furthermore, you can know what the subscribers think of each paper after they get it, for that is best indicated by the percentage of those who re-subscribe from year to year. (*Farm and Home* has the largest renewal percentage of any paper in its class.)

Isn't it true, too, that all things being equal, reader influence among *farm* papers is to be expected from those which have the largest percentage of *farmer* subscribers? (*Farm and Home* is a close second among the National farm papers on this count.)

The final element in value is low cost, and *Farm and Home* believes that the best basis on which to judge the cost of farm paper space is on the showing of the rural net paid. The following table tells the whole story:

Name of Paper	Net Paid Circ'n Shown on Dec. 31, 1920 Statement	Rate Per Line	Rate Per Line Per Thousand Net Paid	Rate Per Line Per Thousand Rural Net Paid
Farm and Home . . .	615,436	\$3.50	.00568	.00657
Farm Journal . . .	1,030,853	6.50	.00630	.00781
Successful Farming	809,544	5.00	.00617	.00674
Farm & Fireside . . .	722,595	5.00	.00692	.00892
Country Gentleman	663,503	5.00	.00753	.01028
Farm Life	667,483	5.00	.00749	.00961

With the highest percentage of renewals—second highest percentage of rural subscribers—and the lowest rate per line per thousand rural net paid, doesn't *Farm and Home* measure up to your idea of the *best buy among the National farm papers?*

*If you are not getting Inside Stuff
—the house organette that tunes up
sales—ask to be put on the list.*



The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

30 North Michigan Avenue, Chicago 461 Fourth Avenue, New York
Oneida Building, Minneapolis, Minn.

May 19, 1921

Farm Women Are Human

Their activities center about those affairs which concern them most directly.

The pride of individuality guides their interests. They appreciate the opportunity to say "this is for us and for us only."

They are proud of *The Farmer's Wife* because it is the only magazine in America which is published exclusively for farm women. The accompanying letter—one of several thousand like it—is evidence of this interest.

Minn.
October 5, 1920.

Editor, THE FARMER'S WIFE:
St. Paul, Minn.

Dear Madam:

Enclosed 50 cents for a year's subscription to your helpful paper. I just read the September number and wish you would start my number with October as I have read the first part of "My Son Harry" and think it fine; so, of course, don't want to miss the rest. And the page of helps on how to make a coat is just what I need as I'm going to make my little girl a coat. I used to be a subscriber of *THE FARMER'S WIFE*, but it ran out and I was too busy to renew just then, . . . I enjoy every page of it so much.

Yours very truly,
(Signed) Mrs. Edw. Jenkins.

This is the sort of reader confidence which advertisers like to see. Such reader confidence adds potentiality to the advertising columns of *The Farmer's Wife*.

THE FARMER'S WIFE

A National Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representatives:
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Ill.



Eastern Representatives:
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Member Audit Bureau of Circulations

The "Advertising Man"— An Estimate

Herein Are to Be Found Thirteen Requisites of the "Advertising Man"

By C. M. Lemperly

Director of Publicity, The Sherwin-Williams Company

AGAIN we have with us the advertising applicant.

Which leads us to an examination of what is in the minds of many of the young men and women who think they want to "get into advertising." Do they like to draw pictures, write "ads," make layouts, sell space, buy space—or what?

An investigation of the college graduate applicants or of almost any beginning applicant will prove, I believe, that a vast percentage of those who want to "get into advertising" have an idea that they would like to draw, write and make money. And the last mentioned is not the least of their ambitions. They have heard of the outstanding successes and the field looks green.

What is to be our attitude toward such applicants? Are we to sit back and say we have nothing to-day, refer them to someone else, have them file a blank, or are we to open up to their eyes something of the requirements and qualifications that we know were expected of us as apprentices?

I shall not speak particularly of agencies, although I believe the same things will apply there. For the agency man, if he is living up to his requirements, knows how important are certain qualities in applicants as related to the things his agency is trying to accomplish for his clients.

The advertising man must first of all be a business man. If he is not that, he cannot advertise his firm successfully. For advertising is manufacturing, purchasing, accounting, credits, sales, administration—in fact, it is the centre of things in a business. If not, then it can be made so. At least the man in charge should be informed and his staff should

be posted. If this condition does not exist, how can the department function properly with regard to the business as a whole?

Markets and merchandising are the test and opportunity of the advertising man. The "reason why" copy or the beautiful layout avails little if the wrong market is approached, if the distribution of the product is faulty or too spotty, if the public wants and demands a product of a different type, if the dealer proposition is unsound.

But you say those are sales functions, not advertising. They are if you let them be and if you draw the line between sales and advertising. Small men draw such lines, and in so doing limit the possibilities of their work and of their staffs and themselves.

SHOULD STUDY MARKETS

It is the advertising man's duty and opportunity to study markets; to analyze territorial conditions; to sense sales opportunities; to awaken dealer interest; to increase distribution; to channel the consumer demand through that distribution; to get the sales force in time and in tune with his efforts; to build new trade and new demand; to develop and enlarge the established trade.

How many advertising campaigns have been launched only to find later that "nobody had looked up the warehouse stocks," "packages ran short," "raw material gave out," "sales department supplied no estimate to factory," etc. The advertising man's work should comprehend these things, for they bear closely on the results of his campaigns.

How many leads or inquiries have never been followed up by the salesman or tied up to the local dealer?

How many national campaigns running to-day haven't a distribution to warrant their advertising men in the investment?

How many advertising men know the factory output report by years, months and weeks; the sales reports by divisions and captions, the expense reports, the balance sheets, the stock on hand reports?

In the matter of resale, the advertising man should find his largest scope. How about the "shelf warmers," the "slow movers," the unsalable merchandise? If such things must be, in the first place, then the proper application of resale methods will correct them.

J. F. Miller, of Wilkinson, Ind., a town of 324, is a hardware merchant. He waited for trade to come to him, except for an occasional trip about town or into the country to sell harvesters. One day a real salesman came along, suggested a trip in his Ford, and they went into the country together. The salesman demonstrated his goods to the farmers. He showed them and proved the quality. They sold several hundred dollars' worth of goods that trip. The idea was contagious. Miller started to go out alone and sell that way—out of the store and into the town. Last year he sold \$5,000 of that salesman's merchandise compared to \$500 of the line previously handled, because of the resale work. Miller found the secret of salesmanship locked up in those little demonstration outfits. The advertising man of that salesman's firm, together with the management of the sales department, had sold the resale idea and conviction. Think of its possibilities when multiplied.

What does a town of given population yield or do you still measure it by the value of the orders instead of the possibilities per capita and by other governing factors?

The advertising man must administer, wisely or unwisely, the appropriation. If he is a business man he can do it successfully. If he is a specialist on copy or art or

media or signs or direct mail or farm papers, he may succeed. But it is no little task. Caption by caption he must study the needs of the business. The purchases, the stocks, the printing costs, the buying of all the advertising material call for judgment. Occasionally he must turn down something he really thinks looks good. At other times he may go ahead with a trial campaign. But all his work must dovetail with the work of the organization as a whole.

The advertising man, instead of being an *advertising* man for Blank Mfg. Co., must be a manager for Blank & Co. and a stockholder preferably. The spending of advertising money is like the spending of one's income—"Live within the appropriation" is a good slogan to carry out. Too many advertising men are apart from their firms. They are organizers of too many outside things. Outside things are all right, but should be incidental to the main issue.

AN INVISIBLE FACTOR BEHIND THE SCENES

He should have a voice in sales policies, in meetings, and should be in on all new developments. He should be a clearing house for information. He is the invisible factor behind the scenes where the reputation, the public consciousness of the firm and its name and trade-mark are made.

If he be a craftsman himself he has an added advantage. Many notable successes have been made by men who did their own illustrating and copy-writing. But today the copy and the illustrations and the space and the media are successful in accomplishment just to the extent that the guiding hand and head have planned in advance all factors of the proposition—production, transportation, warehousing, representation, salesmanship, territorial work, dealer relations, resales, appearance of the goods, tie-up to the national advertising and the many other things that go to make up the well-rounded advertising proposition and advertising man.

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Classed by Experts as the best advertising Industrial- Educational Film ever seen

BABSON INSTITUTE

INCORPORATED

RESIDENT AND EXTENSION
COURSES ON BUSINESS
ADMINISTRATION, FINANCE
AND LABOR PSYCHOLOGY

EMPLOYEE EDUCATION
FOR INCREASING
EFFICIENCY AND LOYALTY
OF EMPLOYEES

CORRESPONDENCE COURSES FOR
INVESTORS, SECURITY
SALESMEN AND
BANK EMPLOYEES

WELLESLEY HILLS, MASSACHUSETTS
COURSES OF MONTHS

May 11th., 1921.

Mr. Harry Levey,
Harry Levey Service Corporation,
230-232 West 38th Street,
New York City.

Dear Mr. Levey:-

On May 10th we showed the five reel film "The Porcelain Lamp" which you sent us. Our hall was nearly filled to capacity, the audience including our own people and many Wellesley residents.

During the past six months we have projected a large number of advertising reels, using those which are particularly industrial with the idea of availing ourselves of the educational possibilities presented therein for the benefit of the members of our organization and student body.

Our experience with this type of instruction has been unqualifiedly successful and the method has found a permanent place in our program.

The "Porcelain Lamp", while not a straight industrial, was classed by our men among the best which we have seen and the entire audience appreciate having had the opportunity of seeing it. It is without doubt a masterpiece.

I wish to take this opportunity to congratulate you on the results accomplished by this film and express my best wishes for even greater successes in the future.

Cordially yours,

John E. Milles
Director Factory Management

HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*

Offices and Studios: 230-232 West 38th Street

NEW YORK CITY

CHICAGO OFFICE—923 POSTAL TELEGRAPH BUILDING

We need more advertising men who are hardware men, drug men, music men, automobile men, tire men, clothing men *first* and good advertising men *second* because of their intimate knowledge of and association with the vital problems of the business. And these do not lie near the surface. But, above all, and with these other attributes, we need *merchandising* men to follow through and tie up all the loose ends, and thereby get the ultimate result from the advertising investment that should rightly be expected.

To summarize, the thirteen requisites of the advertising man, as I view them, are:

1. Good business judgment.
2. A keen sense of markets, marketing and merchandising; a sales sense.
3. Ability to organize his time, his work and his department.
4. Ability to co-operate with his executives, department heads, agency.
5. Ability to take advice and counsel from others, realizing that his plans may be faulty and he can't always be right.
6. Ability to balance the creative (spending) and the practical (expense or cost).
7. Ability to visualize his work from consumer and dealer eyes.
8. Ability to plan and to co-ordinate his plans into practical, workable, successful campaigns.
9. Ability to increase sales by:
 - (a) Increasing the consumer acceptance of his trade-mark, name and product.
 - (b) Making it convenient for the public to buy his goods (distribution and identification).
 - (c) Making it easy for the dealer to tie up to the line (national tie-up, window, stock, etc.).
 - (d) Impressing his name and product on the public consciousness, and keeping it impressed, by dominant persistent publicity and advertising.
10. Ability to make good with the sales force.
11. Ability to balance advertising expenditures with sales volume.
12. Ability to quickly turn a

favorable event or circumstance into a publicity force for his firm.

13. Ability to sense and to select the forms, vehicles, media and methods of advertising best suited to his product, his means and *his problem*, and to use them efficiently.

Advertising Well Developed in Japan

Japan presents a fertile field for the advertising of American goods with a group of newspapers and periodicals that from the standpoint of circulation and prestige compare favorably with those in this country. This was the message that J. W. Sanger, Trade Commissioner of the United States Department of Commerce, brought to Philadelphia business men last week during his stay in the Philadelphia Chamber of Commerce.

Mr. Sanger had just returned from a stay of a year and a half in Japan, China and the Philippines, where he made a study for the United States Government to determine to what extent and how advertising can be used in those countries to develop America's foreign trade.

"Those who think Japan primitive are wide of the mark," said Mr. Sanger. "Japan's two biggest daily newspapers, one published in Tokio and the other in Osaka, each have circulations of more than 500,000 daily. And in addition to this there are any number of daily newspapers with circulations of 100,000 to 200,000.

"In addition to the newspapers, Japan has a great quantity of fine monthly periodicals, with their reviews, women's magazines, children's papers and comic magazines comparing favorably with ours.

"The Japanese are avid readers, as a matter of fact, for 90 per cent of them read and write. Their advertising is very highly developed and the field is unlimited there."

F. D. Stevens with Byron G. Moon Co.

F. D. Stevens, recently senior member of the firm of Stevens & McBride, advertising service, Utica, N. Y., has been appointed account executive of the Byron G. Moon Company, Inc., sales counsel and advertising agency service, offices in Troy, and will represent the latter company in the Utica district.

Mr. Stevens, previous to the formation of the firm of Stevens & McBride, was for six years with the Du Noyer Advertising Agency and prior to that was connected with the Economy Service Company, New York.

Edgar N. Rowell, who was until recently connected with *Factory*, published by A. W. Shaw Company, Chicago, in the West, will from now on represent that publication in New York State.



Two Markets Within a Market

Let's just look at conditions in the Ohio, Pennsylvania and Michigan market.

There are two main classes of population and therefore two main markets—the city market and the farm market. There is some drop in the buying power of the city people. Most any manufacturer knows that.

But how about the farm people? Their products are worth thirty per cent more now than in 1914. Their labor is costing less and is more and more plentiful. In this territory they have had consistently good crops.

There is nothing to reduce the buying power and your sales possibilities among the 698,200 farm families in the Lawrence Farm Weeklies' territory except lack of effort on your part to sell them.

And best of all, there are so many good sized cities scattered over these three States and such a close network of interurbans and railroads that practically every one of these farm families is within an hour's ride of a city where you probably already have dealers.

Now is the time to concentrate your advertising where there is real business to be had.

The Lawrence Farm Weeklies

300,000 Every Saturday

Ohio Farmer
Cleveland, O.

Michigan Farmer
Detroit, Mich.

Pennsylvania Farmer
Philadelphia, Pa.

Members of Audit Bureau of Circulations.
Members Standard Farm Paper Association.

Standard Farm Papers, Inc.,
Western Representative,
Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.

A HARDWARE SALE

from an old hardware man

NAME FURNISHED ON REQUEST

F. G. WOOSTER,
H. M. JOHNSON,
SALES REPRESENTATIVES
CHEMICAL BUILDING

ST. LOUIS

April 14, 1921

Mr. Llew Soule,
c/o HARDWARE AGG,
239 West 39th St.,
New York, N. Y.

Dear friend Soule:

After the first of the year I started out calling on my trade and one of the jobbers asked me to make a talk to his salesmen on Trimo Tools, saying that the men they had now employed were not as familiar with tools as their force before the war. This gave me an idea and as I have traveled from Pittsburg to Salina, Kansas and Louisville to Winnipeg, Canada, since that time, I have investigated all along the line the present situation regarding salesmen in the hardware field, both retail and wholesale, with reference to their experience in hardware and the drift of hardware men from the field since 1914. The results I have found may be of interest to you.

In the retail field there is only about 25% of the men selling hardware over the counter, who did so in 1914. Only about 1% of them have drifted into other stores selling hardware and only about 1% of the men, coming into the hardware field, have had previous hardware experience. These men are not hardware men in any sense of the word, as they have had no need to learn brands and quality, as business conditions have made it possible for them to sell anything which would answer the purpose and to these men a hammer is simply an article to drive nails, or a saw an article to cut wood or iron, etc. The quality, brand and long established reputation of the manufacturer means very little to them.

With the jobbers' salesmen it is almost as bad. There is only 40% now in the field and of the 60% who have left, not more than 5% have continued in the hardware game.

It seems to me that a campaign of advertising is very necessary at this time, as a manufacturer's reputation, built up through many years, through manufacture of high grade tools, improved design and reliability of dealing with their customers means nothing to these men and the number of men, now in the field, who are not educated along these points is surprisingly large.

I give you this information and if there is anything in it which you can use to your advantage, you are welcome to same.

With very best regards,

HMJ:MS

H. M. Johnson

SALES SUGGESTION

hardware salesman

"75% of the present retail hardware salesmen and 55% of hardware jobbers' traveling men have sold hardware only since the beginning of the European War." During this time these new hardware salesmen, like all others, have been largely "order fillers." They have not had to learn details of manufacturers, brands or quality. They did not need to in a sellers' market. Now they will have to **SELL**.

What products are they going to **SELL**? Inevitably those that they know most about—whose specific sales advantages they have constantly in mind—those that they know **HOW** to sell—and therefore **LIKE** to sell—and therefore **TRY** to sell—successfully.

Retail hardware salesmen are the "front line" sellers of most hardware products. Upon their concrete knowledge of manufacturers' merchandise and the best ways to sell it depends the enthusiasm with which they push it. To a very great extent the attitude that these men have toward different lines determines whether they will be merely "handed out" upon request or actively, intelligently "**SOLD**." In short, these hardware salesmen represent a big potential in every hardware manufacturer's sales *volume*.

Conditions certainly demand and will reward a consistent advertising campaign to these salesmen to educate them on manufacturers' lines, to give them sales ammunition on specific products and definite sales stimulation. **HARDWARE AGE**, the business paper of retail and wholesale hardware merchants and their salesmen, the paper that is bought and read by them year after year for hardware information and sales inspiration, will gladly help manufacturers or agencies to carry out the strongest kind of *sales influencing* campaign to the hardware trade.

HARDWARE AGE

239 West 39th St., New York, N. Y.

Charter Member Audit Bureau of Circulations

Charter Member Associated Business Papers, Inc.

The Use of the Flag in Advertising

STAR ADCRAFT SERVICE

NEW YORK, MAY 11, 1921.

Editor of PRINTERS' INK:

Is there any definite ruling at present with regard to the use of the American flag in advertisements? We all know that years ago there was some loosely-defined law against doing so; also that this law was practically ignored during the war.

The enclosed U. S. Shipping Board advertisement of to-day proudly carries the American flag at the top. Would it not be proper for an advertiser to follow this Government department's lead?

We would appreciate having something definite from you on this point.

STAR ADCRAFT SERVICE,

HARRY S. BRESSLER,
Director.

ANY advertiser who "followed the lead" of the United States Shipping Board as is suggested would court disaster. The use of the flag for advertising purposes is prohibited by law in forty-three of the States and territorial possessions of the United States, under penalties ranging all the way from a fine of \$50 to imprisonment for six months. The Pennsylvania statute makes violations of its terms a felony. Only the Government itself, or a recognized agency of the Government, such as the Shipping Board, can lawfully make such use of the flag, or indeed of any Government insignia.

So far from being loosely-defined, these laws are very precise and definite, clearly prohibiting the use of the flag, or any part of it, for the purpose of calling attention to any article of merchandise. Some States go so far as to prohibit the use of any arrangement of stars or stripes in such a way as to create the impression that the flag is intended.

Our correspondent is mistaken in his belief that these laws were ignored during the period of the war. On the contrary, many of the laws were enacted during that period, and many others were made more stringent. It is true that the flag was widely used in advertising by various authorized

agencies of the Government, especially in connection with the Liberty Bond campaigns. This may have given the impression that the laws were ignored, when as a matter of fact it is exactly such use of the flag that the laws are intended to protect. The Government has the exclusive right to its insignia, quite as clearly as the manufacturer has an exclusive right to his trade-mark.

For our own part, and quite aside from any legal requirements on the subject, we cannot understand why any advertiser should desire to make private use of a national emblem, such as the flag. There is certainly nothing strikingly original in such an idea, nor does it bespeak a high degree of inventive genius. Ordinary good taste ought to prevent it, even if the laws were silent.—[Ed. PRINTERS' INK.]

Ask Mail Handling Reform

Pointing out that grocery salesmen frequently deposit underpaid first-class mail, unintentionally, because of the fact that their orders are bulky and are frequently mailed from trains or late in the night when the proper rate cannot be ascertained, the National Wholesale Grocers' Association has asked the Post Office Department for modification of the order regarding the holding at point of origin of such underpaid mail, says the *New York Commercial*.

The association has received the following satisfactory reply from W. J. Barrows, acting third assistant Postmaster General:

"This is to inform you that postmasters have been instructed not to refuse to dispatch short-paid first-class matter deposited for mailing when the matter is prepaid at least one full rate (two cents). But when patrons make a regular practice of depositing such short-paid matter, postmasters are instructed to bring it to the attention of this office."

Electric Machine Account for Fred Millis

The Electric Machine Company, of Indianapolis, has placed its advertising with Fred Millis, Inc., of that city. Two special newspaper campaigns as well as some mail-order advertising and trade paper advertising are planned for this account.

Pascal De Angelis Dead

Pascal De Angelis, associated with Street & Finney, Inc., died at New York on May 8.

Do you want one?

Bundscho has just gotten out a type-book which has had such an eager reception among clients and business relatives and which so many others have asked for who have seen it or heard about it, that he wants to make it available to all who have use for anything of the sort.

It goes a little beyond anything ever done before in its aims, character and treatment; containing displays of various types, illustrations of their uses in actual advertisements, and incidental pertinent information about mechanical production, which, dozens of times a day, make men turn to it who are concerned in getting out good printed matter—advertisers, advertising managers, agency executives, copy men, layout men, production men, commercial artists, typographers, printers, etc. The price is \$6—barely enough to cover the cost of each book.

Bundscho will very gladly send you one and will just as gladly take it back again and return you your money if you find that it isn't worth that much to you.

To simplify matters, remittances should accompany requests.



J. M. BUNDSCO · Advertising Typographer
58 EAST WASHINGTON
CHICAGO

May 10, 1921



Why Ralston Tastes Good

To the golden grain of the western plains, to the fragrant fields of wheat, does Rialton owe all of its delicious flavor and wholesomeness. It smells of the great wheat fields.

For Raisons is the whole wheat berry, and the whole wheat berry contains distinctive factors of

The outer coat and the nut-like kernel of the berry provide minerals and fibre necessary to the human body.

The brain of the berry contains the starch and glucose which means energy to the body, firm flesh and strong muscles.

So when you eat Ralston— you eat wheat—of all nature's grains the one most perfectly adapted to the tastes and needs of the

Give your youngsters Ralston Porridge—it is delicious, wholesome, nourishing—because it is wheat.

WALSTON PURINA CO.
St. Louis, Mo.

TON-UPHIN
St. Louis, Mo.

1000000000

Full of Taste

**Advertising
Agents
for**

Appleton Farm Implements
Brooks Tabasco Catsup
Certain-tee'd Roofing & Paints
Circle "A" Ginger Ale
Echo Maid Dresses
Fownes Gloves
Frisco Railroad

H & K Coffee
Ideal Stencil Machines
Iron-Clad Hosiery
Keen Kutter Cutlery and To
Koupet Auto Tops
Majestic Ranges
M K & T Railroad



Making Quarter-Pages Dominate

IN preparing Ralston Wheat Food advertisements, careful study was given to making them dominate the page, regardless of the size of other advertisements on the same page.

These Ralston advertisements, which averaged about quarter-page size, ran in the largest metropolitan papers, yet not one was lost or overshadowed, though many appeared on pages with much larger copy.

Because of this and the forceful presentation of the campaign to the dealers and to the Ralston sales force, every dollar spent for Ralston was made to do double duty. We would be glad to hear from other advertisers who would like to make their advertising do more work.

Advertising Company

17th & Locust Sts.
Saint Louis
25 E. 26th Street
New York

Neet
Neosho Nurseries
Pet Milk
Puritan Feeds
Ralston Wheat Food
Rothschild Hans
St. Louis Dairy Ice Cream

Slip-Grip Soft Collar Fasteners
Tom Sawyer Washwear
Twinkle Stropper
Valler's Enterprise & Dainty Flours
Vesper Buick Automobile
Wagner Starters and Motors
Wizard Lightfoot Arch Builders

May 19, 1921

Note the Chart

THE striking divergence between the curve representing the number of clients and that showing P-H volume is conclusive evidence that P-H growth is based on high-powered service rather than high-powered solicitations.

The
Powers-House Co.

Fifth Floor
Racine Building
CLEVELAND



CLIENTS
P-H VOLUME

Association of National Advertisers Meets

Study and Collecting of Record of Advertising Theory and Experience Among Recommendations Made

"FITTING Advertising into Marketing Plans to Better Advantage" was the general theme forming the basis for the discussions which took place before the semi-annual convention of the Association of National Advertisers, which met at the Hotel Traymore, Atlantic City, N. J., May 12, 13 and 14.

Action taken by means of resolutions put the association on record in regard to the demand for shorter hours in the printing and publishing industry; to the statements concerning circulation made to the Government by newspaper publishers; to the increase of effectiveness in direct-mail advertising; to the standardization of color plates as used by advertisers; and to a plan for a serious study of advertising theory, statistics and experience.

The association disapproved of reduced hours for men in the printing trades as follows:

"Whereas, The present economic tendency in industry generally is toward a return to normal price conditions; and,

"Whereas, It is only through reductions in cost of manufacture that this result can be accomplished and business be re-established on a sound and permanent basis; and,

"Whereas, This association is already on record as advocating a reduction in the advertising rates established by many publications under the high costs of production incident to war conditions, be it

"Resolved, That the Association of National Advertisers hereby expresses its disapproval of the demand for a reduction in the present working hours by employees in the printing and publishing industry, because the granting of such reduction must inevitably result in lessened production and therefore increased

manufacturing costs, tending to delay the return to conditions essential to a general revival of business."

WOULD ABOLISH GOVERNMENT CIRCULATION STATEMENT

As regards publishers' statements of circulation, the following resolution was adopted:

"Whereas, The statement of circulation required of newspapers by the Federal Government in the first place is merely a bare statement of circulation, and, in the second place, is not an audited statement and, therefore, has no more weight than any other unsupported statement by an individual, and

"Whereas, The Federal Government has provided no machinery whereby such statements can be verified, and

"Whereas, Advertisers are often deceived by the apparent authority and value of the so-called Government statements, and

"Whereas, Newspapers which give audited statements are placed at a disadvantage, owing to their being put into competition with those newspapers which reveal nothing in their so-called Government statements except the bare statement of circulation, and even that an unaudited statement, therefore be it

"Resolved, That the Association of National Advertisers, in convention assembled, does request the Postmaster General to inaugurate such action as may be necessary to persuade the Congress to amend the Act of August, 1912, so as to eliminate that part of the publisher's statement which relates to circulation."

An improvement in direct-mail work was proposed in a resolution as follows:

"Whereas, Direct-mail advertisers could materially increase

the effectiveness of their direct-mail publicity if postal regulations permitted the enclosure of a reply card, envelope or similar form bearing a guarantee that the advertiser would pay the necessary first-class postage on such replies as are returned to him; be it therefore

"Resolved, That the association authorize its executive committee to investigate the steps necessary to secure such a Post Office Department ruling, and be it further

"Resolved, That in the event that a feasible plan is suggested, the executive committee be requested to take the necessary steps to obtain such action."

Standardization of color processes was the subject of this resolution:

"Whereas, There is much confusion and divergence in results obtained in the use of advertisers' color plates, in three- and four-color process printing by reason of the lack of any standardization in the tone and strength of the process colors, and

"Whereas, The photo-engravers have started a movement to remedy this evil, therefore be it

"Resolved: That the Association of National Advertisers expresses its recognition of the need of such standardization of process colors, and will lend such help as is possible to the establishment of a feasible standardization plan; and be it further

"Resolved: That we urge publishers of advertising mediums, printers and others interested, to take steps to accomplish the desired standardization."

And finally, after a discussion of the need for a permanent record of advertising experiences which would benefit national advertisers, this resolution was adopted:

"Whereas, The study of advertising problems so far has been largely a matter of individual effort and experience, and

"Whereas, The valuable information already developed here and there is not recorded so as to serve as a basis for action and further study, therefore be it

"Resolved, That a special committee be appointed to report not later than at the next annual meeting of the Association of National Advertisers a constructive plan for the establishment of a serious and permanent study of advertising theory, statistics and experience and for the permanent recording of cases and conclusions."

The convention adopted a new by-law which provides that retiring presidents shall serve as directors of the association for one year following their retirement.

Most of the papers read and addresses made before the convention dealt with plans and proposals for linking advertising more closely with selling and general marketing endeavors.

Among the invited speakers were Dr. Tehyi Hsieh, managing director of the Bureau of Chinese Information, and J. W. Sanger, United States Trade Commissioner.

The convention expressed its thanks to the Guild of Free Lance Artists for compiling valuable information regarding art service and for the exhibit which it sent to the meeting.

Diamond Iron Appoints Turner-Wagener Agency

The Diamond Iron Works, of Minneapolis, has appointed the Turner-Wagener Co., Inc., Chicago advertising agency, to handle its account. Advertising in behalf of Diamond engines will be placed at once in publications reaching industrial institutions and also in some selected trade papers. Newspaper space will be utilized in strategic industrial centres.

Want Circulation Law to Remain Unchanged

Members of the International Circulation Managers' Association at a meeting of the association in Columbus, Ga., last week, went on record as being opposed to any change in the postal law which provides that statements of circulation of daily newspapers must be published every six months.

Placing Anti-Prohibition Advertising

The advertising account of the Association Against the Prohibition Amendment is being handled by Scott & Scott, Inc., New York.

DIRECT RETURNS

PLUS

Prestige and Good Will

TREADWELL ENGINEERING COMPANY

ELECTRIC FURNACE
STEEL AND GRAY
IRON CASTINGS

STEEL WORKS EQUIPMENT

SPECIAL AND
HYDRAULIC
MACHINERY

EASTON, PA. April 13, 1921.

IN REPLY REFER TO

The Iron Trade Review,
220 Broadway,
New York, N.Y.

ATTENTION - Mr. Geo. C. Mayes.

Gentlemen:-

After having carried a full-page weekly advertisement for several years in your publication, we wish to take occasion to acknowledge the excellent returns from this investment.

While direct returns over these years have more than compensated us, we readily recognize that even greater value has been secured through the effect that this advertising has had on all our business in familiarizing the field with the nature and quality of our equipment, thereby laying the groundwork for future business.

As long as we continue to manufacture rolling mill equipment, we will have no thought of omitting our representation in your publication.

Respectfully yours,

TREADWELL ENGINEERING COMPANY.



VICE PRESIDENT.

A. A. Hayes/ES.

Member
A. B. C. A. B. P.

THE IRON TRADE REVIEW
A Penton Publication
CLEVELAND, U. S. A.

F. M. Feiker Made Hoover's Assistant

F. M. FEIKER, vice-president and chairman of the editorial board of the McGraw-Hill Company, has been appointed assistant to Secretary of Commerce Hoover.

Mr. Hoover has divided the work of the Department of Com-



© Underwood & Underwood

F. M. FEIKER

merce into two parts. Assistant Secretary Huston will supervise the bureaus relating to navigation and fisheries, while Mr. Hoover will give his personal attention to the Bureaus of Foreign and Domestic Commerce, Standards and Census. Mr. Feiker will directly assist Mr. Hoover in the expansion of these bureaus as aids to business.

Mr. Feiker, in a statement of the purposes of his new work, said: "I am keenly interested in Mr. Hoover's broad plans for the development of the Department of Commerce as an aid to industry. Mr. Hoover is particularly anxious to learn from industry itself in what way this department can expand so as to be of service to the

business men of the country. I hope to be able to assist Mr. Hoover in the development of the statistical and research branches of the Government in such a way as to provide information and help for the needs of the average business man and the small manufacturer. Our great industries have learned the value of and have established statistical and research bureaus, but the average business man has neither the opportunity nor the capital to make the necessary investment individually to make this possible. The Government's functions in the collection of fundamental data and trade information can be put to his service in a definite and practical way."

Mr. Feiker is an electrical engineer by profession and has been especially interested in aiding Mr. Hoover in the development of his plan for the elimination of waste in industry which was undertaken by the Federated American Engineering Societies at Mr. Hoover's suggestion. He is a graduate of the Worcester Polytechnic Institute, class of 1904, and was for several years chairman of the editorial board of the A. W. Shaw Publications of Chicago, before becoming vice-president and chairman of the editorial board of the McGraw-Hill Company. He has been one of the prime movers in the movement to interest engineers in the broad problems of public service which has resulted in the formation of the Federated American Engineering Societies.

Frank B. White Forms Agency in Chicago

Frank B. White has established an advertising agency business under the name of Frank B. White, Agricultural Advertisers' Service, Chicago. *PRINTERS' INK* told recently how Mr. White resigned as secretary of the Agricultural Publishers' Association to become vice-president of the Arthur M. Crumrine Company, in charge of the Chicago office. It is this office that he now has acquired, together with the accounts he has gained for Crumrine.

Among the accounts placed with the new agency is that of the Burlington Blanket Co., of Burlington, Wis. The advertising will be placed mainly in newspapers and farm papers.

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There's Peculiar Value to Rotogravure Advertising in the Washington (D. C.) Star

The most famous people in this country—in the world, in fact—come under its camera's eye—creating a pictorial review of personages and events celebrated in the current history of the country. Thus your advertising is not only in notable company, but attracts interested attention by its association.

With the Star alone you cover Washington completely; in its Rotogravure Section you cover it uniquely.

The Evening Star.

WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building

Try Ohio—It Pays!

Keep These Ohio Facts In

*No. 8 of a series to impress you
with the tremendous potentiality
of the Ohio Select List.*

THE 50 towns on the Select List of Ohio Dailies range in size from 5,000 to 40,000, with an average of 15,000. There are no 50 towns in any other State in the Union where you can find less poverty and discontent, or more prosperity and progressiveness.

Two-thirds of these 50 towns are county seats; almost every one is the largest in its county. Thirteen of these newspapers began publishing in the '90s; 14 in the '80s; 4 in the '70s; 3 in the '50s and '40s; 2 in the '30s; 4 in the '20s; and 1 each in 1806 and 1800! A great number of these papers have been in the same family or under the same management for many years; this is a guarantee of character and dependability. The famous Marion Star, for example, has been in the Harding family since the day it was first published, in 1877.

The Select List of Ohio Dailies believes in and uses the Flat Rate. Most of its members belong to the A.B.C. Strict attention is paid to position requests; bills are carefully rendered; checking copies are furnished promptly; and every possible assistance is given to advertisers' salesmen and sales plans.

SELECT LIST of O

Alliance Review and Leader
Ashland Times-Gazette
Ashtabula Star and Beacon
Athens Messenger
Bellefontaine Index-Republican
Bellevue Gazette
Bowling Green Sentinel-Tribune
Bucyrus Telegraph
Cambridge Jeffersonian
Chillicothe Gazette
Coshocton Tribune and Times-Age
Delaware Gazette

East Liverpool Review and Tribune
East Palestine Leader
Findlay Republican
Fostoria Times
Fremont News
Greenville Advocate
Hamilton Journal
Kenton News-Republican
Lancaster Gazette
Lorain Times-Herald
Mansfield News
Marietta Times

Robert E. Ward

NEW YORK: 225 Fifth Avenue

Tel. Madison Sq. 3154

Use the Select List—It Pulls!

Fact In Your Data File

Of these 50 Dailies, 44 are evening, 4 are morning and evening, and 2 are morning. The total circulation is 278,695. Multiplying this by 4, a conservative number of readers to each paper, indicates a total of 1,184,780 daily readers. And 97% of this circulation goes directly into the homes, in town and in the adjacent country, where it pulls for you, works for you, and sells for you!

Are you taking advantage *now* of this highly concentrated market?



Write for the
free 125-page
booklet giving
facts and figures
on the 50
Ohio Select
Cities

OHIO DAILIES

Marion Star
Martins Ferry Times
Marysville Tribune
Middletown News-Signal
Mt. Vernon Republican-News
New Philadelphia Times
Newark Advocate
Niles News
Norwalk Reflector-Herald
Piqua Call and Press-Dispatch
Pomeroy News
Portsmouth Times and Sun
Salem News

Sandusky Register
Steubenville Herald-Star
Tiffin Tribune and Herald
Troy News
Uhrichsville Chronicle
Upper Sandusky Union
Urbana Citizen and Democrat
Van Wert Times
Warren Chronicle
Wilmington News-Journal
Wooster Record
Xenia Republican and Gazette
Zanesville Times-Recorder and Signal

Director of Advertising

CHICAGO: 5 South Wabash Avenue Tel. Randolph 4977



E·B·Winslow

THE requirements of industrial pictures are exacting. Those by Earl Winslow ring true. In his work may be found the taut muscles and the inanimate objects technically correct and convincing.

The Pedlar organization is cognizant of today's exacting requirements of industry. It utilizes this knowledge not only pictorially.

Within its own walls it practises the recognized precepts of industrial efficiency. Each man his work—and each assignment to the man who can obtain the desired result successfully and economically.

Louis·C·Pedlar·Inc.
Counselors in Art ~ 246 Fifth Ave. N.Y.C.

Keeping the Factory Busy by Demonstration Sales

Plan of Bird & Son Helps Move Goods and Stir Dealers to Greater Selling Enthusiasm

By Martin Hussobee

A DEPARTMENT store in Greater New York has just dumped four carloads of floor-covering into the cash register. More than two months' business was done in a week. And that is only part of the story.

"Way back when talk began going around saying, 'The people have left off buying!'" Bird & Son of East Walpole, Mass., retorted, "Nonsense!" When their salesmen sent in what looked like unpleasantly convincing proofs, Bird & Son said, "We'll have to see!"

"People never leave off buying," declared E. C. Kerans, the sales manager, "except when they have no longer any money left to spend. That time isn't yet in this big, happy land—not by a long sight." Some of the salesmen tried to look cheerful but found it difficult.

"Take it from me," went on Kerans, "we're going to sell more Neponset in the next twelve months than any year we've been in business. Let's get busy, and the first of us who loses his confidence will lose his job as well." The salesmen looked blue.

Bird & Son have been in business since 1795. They are the makers of Bird Neponset Products, roll roofings, waterproof papers, wall board, asphalt shingles, floor coverings, fibre shipping cases, paper boxes and special papers.

Kerans quickly had his plans made. He decided to put his push behind floor coverings and go straight to the people with the company's salesmen. He laid out three series of advertisements—one for general periodicals, one for business papers announcing Neponset "Demonstration Sales," and the third for local newspapers, announcing where and when the sales would be held.

The moment the plan was ex-

plained to them the salesmen regained their courage. They were delighted. For two months or more, dealers had been telling them, "Nothing doing, people aren't buying and we're still stocked up with Neponset." Now they themselves were to go into the stores—and, well, they'd show those dealers how to sell, see if they wouldn't!

THE SALESMEN UNDERSTOOD THEIR TASK

From the first, the Demonstration Sales were a success. The salesmen sold because they knew their work and their goods. They soused their products in water in the window of the store, drew crowds and amazed them.

They threw lengths of floor cloth onto the pavements in front of the store in snow and rain—if there was no rain they turned the hose on them under the feet of the people. They let the crowd apply its own interpretation of the Tank Corps motto, "Treat 'em rough!"

The lengths used in the street demonstration were not cast away as wasted material. Buyers scrambled to buy these samples for their porches. Maybe the old porch would have gone without a new covering this summer but for the confidence inspired by these demonstrations.

On its business arrangement side, the Neponset demonstration is worked in this way: The salesman having obtained the contract and a fair notion of the district and its possibilities, the manufacturer selects the designs, ships the goods, and at the appointed date sends experts to lay out the floor display, dress the window or windows, carry out the demonstrations and lead the local salesmen.

The dealer pays half the cost

of the local advertising, provides the floor and window space and as many extra salesmen as may be needed—and pays for the goods at the customary dating, which generally turns out to be after all of the goods have been sold.

The manufacturer's men set up an attractive window display and an even more effective floor display. Along one side of the floor they erect examples of all the rooms in a moderate house from library to bathroom. The partitions are papered in good taste and the floors are covered with Neponset to match the wall paper and suit the purpose of the room. Each room is furnished and rugs are included where appropriate.

The samples are stood on end on the opposite side of the floors. Wicker lounge chairs are spread about for the purchasers. An atmosphere of beauty and quality is created.

But the presence of the expert salesmen is the great advantage. They can show a woman at once the colors and patterns that will best please her the instant she mentions the sort of furnishings and decorations of her room. If she says her room measures eleven feet five inches one way and thirteen feet four inches the other way, and asks what Neponset will cost—the expert salesman tells her instantly, no working it out on paper, laboriously and doubtfully, no consulting a book.

That little point was extraordinarily effective in closing sales. In seeking for the reason, one could only think it must be this. The question of total cost came just as the buying impulse was at its culmination. The instant reply acted as the closer. A delay would have been an irritation and also would give the decision of the would-be purchaser a chance to become lost again in the difficulty of choosing among so many patterns.

By means of these demonstrations Bird & Son have kept their salesmen full of enthusiasm and their factory busy. They have moved old stocks on their dealers' floors, and in addition to sales of

new stock have obtained large renewal orders.

WHAT THE DEALER GETS

On his side, the dealer gets a quick turnover at a good profit—good, despite the reduction of twenty cents a yard in the retail price for the sale period. But he gets much more than that. Doing two months' business in a week does not mean that he gets no linoleum business in the remainder of the two months it means just the reverse of that.

Dealers have written in saying that their business following the sale has been above the average. People, they say, have come in months after the sale and asked for "that sort you had in water in your window" or "that you had out on the sidewalk."

"There is another important effect," said H. Neanderland, the advertising man who assisted in carrying out the demonstration sale in Greater New York. "The spirit with which such a sale is conducted by the manufacturer's organization stirs your own organization to a bigger selling enthusiasm. It shows one what can be done and it makes you do bigger things because you see what merchandising power, intelligently applied, can do for you.

"Such a demonstration sale could, in my opinion, be adapted to every commodity handled by a department store. It needs only the brains to devise the right method and the full co-operation of the manufacturer and the dealer. Another thing—conducted with dignity down to the least detail, such a sale adds to the prestige of a store and increases its business in every department."

But the main interest at the moment of the plan is that it proves that goods can be readily sold—sold with ease, in fact, on proof of quality—and it shows how this is being done on a large scale with a product which would be an early sufferer of anything like the so-called buyers' strike. The experiment is, doubtless, well worth the attention of other manufacturers.

Who's Getting Those Orders?

Manufacturers in Several Different Lines Insist the Answer Is, "The Man Who Goes After Them, Heart and Soul"

By John Y. Beaty

JIM, I just came from Marion, where I got a nice big order from Andrew Schmidt. What do you want to order for quick shipment to-day?"

This was the cheerful approach of a factory representative of a certain barn equipment manufacturer who recently called on Jim Parsons, an Iowa dealer. The reply was not so cheerful, however. Jim, the dealer, with his feet on his desk, pessimistically replied:

"If Andrew Schmidt is buying barn equipment, he must be loco. There ain't no business in this country. Farmers haven't got any money and they won't use their credit. They simply won't buy a blamed thing until prices on crops go up. Go on your way and don't bother me. I won't be ready to do any business with you folks until the country is back on its feet again."

The salesman looked pityingly at the dealer, stood for a minute, and then asked this simple question: "Will you give me the names of half a dozen of your best prospects?"

"What in the world do you want with them?" asked the dealer.

"I want to call on them and find out why it is you haven't sold them barn equipment before this."

"Well, if you want to waste your time, it ain't no affair of mine. There's a list of names in that drawer—help yourself."

The salesman opened the drawer and copied the first half dozen names. After making inquiry as to the location of the various farms, he left the store.

This was about a quarter past nine in the morning. At 5:30 he returned to the store and laid on the table, before the eyes of the astonished dealer, signed contracts for \$1,800 worth of goods. The dealer was almost speechless. When he did find his voice he asked, "Why in the world haven't those fellows given me their orders before?"

The laconic but truthful reply was, "Because you haven't given them a chance. You can't expect the farmers in their present state of mind to come in here to your store and force their orders on you. I came here to-day to demonstrate to you that the orders are in the country and the fellow gets them who goes after them. Now, get busy. I called on only three men. You still have a long list of prospects there in your drawer."

This is a good illustration of many similar cases in other lines. Those dealers who have made up their minds that the buying on the part of farmers is cancelled for some weeks to come aren't making many sales.

THE SAMSON TRACTOR PLAN

Many manufacturers have recognized the fact that it is the dealer's attitude that actually prevents orders from finding their way into the factory, and so many manufacturers have adopted various plans to encourage and help, and, in some cases, almost force dealers to get out and work.

The detailed plans of the Samson Tractor Co., of Janesville, Wis., are illuminating because they illustrate a process that is being followed by a number of other manufacturers. This company recognized the fact that tractor sales for spring work were over, and for that reason concentrated its efforts on its other principal product—motor trucks. A campaign was laid out to cover the territories of the nineteen distributing centres, and into each one of these nineteen territories a demonstration truck with a driver has been sent from the factory. This truck is equipped with a farm body, which has a simple sign painted on the side to indicate its purpose. The sign reads "Samson Demonstration Truck."

In each territory the driver picks up a factory salesman, who goes with him to the principal

dealers in the territory. As a rule, the demonstration outfit does not leave the town until at least one truck has been sold.

Take, for example, the truck that started out to cover the home territory. The first stop was at Palmyra, Wis. The dealer there is Otto E. Scherer & Son, Inc. And when the salesman and the demonstrator arrived, they found the two trucks that were in stock stored away in the back end of the shop with a lot of miscellaneous parts piled all around them. Even if a farmer prospect had come in, it would have been difficult and would have taken some time to have made even a store display.

BROUGHT THE STOCK TO LIGHT

The demonstration driver and the salesman immediately got busy and uncovered the stock. They brought one of the trucks out into the front part of the showroom and placed it in an advantageous position in one of the show windows. The other one they drove out on the street in front of the store and left it standing there while they went to look up two or three prospects.

Before they left the town, Alvin Pinow, a farmer who lived not far away, had bought the truck that stood in front of the store, and was driving it home.

The demonstration truck continued on to Milwaukee, where it found a somewhat similar situation. The dealer there was handling three high-priced passenger cars, and had put the trucks back out of the way in order to give the passenger cars what he considered to be the proper display. The stock was brought to light and exhibited, and prospects were called upon. Before the day was over two of them had paid for two trucks in cash.

These two dealers had it demonstrated in their own town and on their own prospects that there is business to be had if they will go out after it.

Some concerns have been forehanded enough to avoid having their dealers get the feeling of pes-

simism. Noticeable among these is the J. I. Case Plow Works, of Racine, Wis. Foreseeing some sort of a depression, this concern early took steps to add additional enthusiasm to all dealers. This was accomplished by calling the men on the road into the main office frequently and filling them full of enthusiasm and facts.

"I believe that most difficulties between manufacturer and dealer arise from the lack of understanding," says H. M. Wallis, president of the Case company, and based on this belief, Mr. Wallis some months ago arranged to have every dealer take a correspondence course in service and salesmanship on all of the tools manufactured by this company.

As soon as the depression was in sight, a special house magazine was issued for the dealers. Facts regarding the actual sales being made were played up big. Sales methods were described in detail, those who were making a success were encouraged and those who were lagging behind a little were given actual working plans so they could get ahead. As a result of this campaign Mr. Wallis declares that there has been no sign of pessimism in any of his dealers.

Take the case of an individual dealer, Dennis Schroeder, a Fordson dealer at Barrington, Ill. "I am selling more tractors this spring than I sold last fall," says Mr. Schroeder. "But it isn't because farmers are more ready to buy. It is because we are working harder. I have instructed my salesmen to stop at every farm. We are making a house-to-house canvass and we stop to see a farmer whether he is the owner of a tractor or not. In two or three cases we have been able to make sales to farmers who have just recently bought tractors of other makes. Our method of approach is always an effort to be of some service to the farmer. Sometimes we drive into his yard with our demonstration tractor and help him out with his plowing, merely in a spirit of neighborliness. We do not insist upon

(Continued on page 109)

Pictorial Review

Announces

A Readjustment of Rates

As a number of advertisers have told us that they would prefer to have a readjustment of rates rather than a larger circulation guarantee, we have decided, in spite of the fact that we expect our circulation to grow, as recently announced, to adjust our rates—this reduction to take effect at once—with the August issue.

The line rate is reduced \$1.00 per line.

Black-and-white pages are reduced \$1000 per page; quarter pages and half pages will be pro rata of the full page rate.

Inside pages in four colors will be reduced \$2000 per page.

Rates for second and third covers and other preferred positions, in two colors, will be reduced \$1000 per page.

Back covers in four colors will be reduced \$1000 per page.

At least 2,000,000 average circulation per month will be guaranteed (of which no less than 95% must be net paid); this guarantee to take effect with the October issue.

Paul Block
Advertising Director

Street & Take the Guess out



Street & Finney, Inc. (Est. 1902) Advertising Agents

Finney of *Advertising*

News:

Edward A. Cassidy Co., Inc., Automotive Sales Division for *Gredag* (lubricant for cups and gears) report an increase in sales of 107.8% for the 6 months ending April 30, 1921, over the same period a year ago. Street & Finney have assisted in taking the guess out of *Gredag* sales promotion and advertising.

171 Madison Avenue, New York



FOR more than twenty years "P & A" have specialized in advertising plate making.

Today, "P & A" stand for the best there is in electrotypes, stereotypes and mats—and for the kind of quick, interested, intelligent service that advertisers appreciate.

Many of the country's largest advertisers know "P & A" from long experience—the quality of work we do and the kind of service we render. You, too, can get the "P & A" story. A post-card will bring it to you.

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes
714 Federal Street Chicago

his buying the outfit, nor do we urge it, but we continue with this neighborly work until he does buy."

I have mentioned so far sales that have been made to farmers, and my purpose in doing this is to show you that sales are actually being made to this class that has been considered to be the poorest buying class because of the immense loss farmers have had to take on their crops.

On a recent trip which I made through several of the mid-Western States I called on dealers, manufacturers and bankers. All agreed that sales are not so easy to make as a year ago. But all of them who are actually working declared that their sales were fully up to what they had a right to expect under the present conditions.

WHAT ONE DEMONSTRATION BROUGHT

Demonstrations have been extremely potent in sales results. Take as an example of this the experience of Bert Aston, president of the East Iowa Hart-Parr Company. He took twenty-five dealers and seventy-five good farmer prospects to Charles City to visit the factory. These people went there for a conference. They were not herded together for the purpose of urging them to sign contracts, but they were taken to the factory, where they might learn, first-hand, the conditions of manufacture, and where they might glean the experiences and plans of farmers from all parts of the country. Mutual confidence was created in a wonderfully short time, and inasmuch as confidence is the basis of all sales, Ashton concluded that he would be justified in taking home a trainload of tractors.

A train was quickly made up, with passenger coaches ahead and flat cars filled with tractors on behind. There were 100 tractors on that train, and before the train arrived in Cedar Rapids, the headquarters of the East Iowa Hart-Parr Co., practically every tractor was signed for.

Now, don't misunderstand. This was not a grandstand play which was successful because of its unusual nature. It was simply the carrying out of good selling principles on a little larger scale than usual. Ashton declares that business is what we make it. He decided to make business good for his company, and he has succeeded by applying the same principles of salesmanship that were effective before the so-called slump arrived.

In talking with an officer of the Palmolive Co. I asked the usual question: "How's your business?" "Business is good," he said.

"Why is it good?" was my next question. "Because we are working harder to make sales than we have ever worked before." This is a characteristic reply made by officers of almost every company that is really succeeding in making sales right now.

G. C. Lewis, president of the G. B. Lewis Co., of Watertown, Wis., one of the largest manufacturers of beekeepers' supplies, told me that a great deal more effort is being exerted toward helping consumers since his factory has been on a light working schedule than ever before. Some of this work, he declared, isn't showing up in immediate sales. But he has absolute confidence in the future and believe that now is the time, if ever, to put special emphasis on buying good-will, as well as on making sales. He declared, "I don't believe in forcing sales. People should buy only what they need and when they need it. But I know that a lot of our goods would not be moved if we did not keep our distributors and our branch house managers constantly on the alert for orders. Work is the watchword all along the line, and wherever we have a man who is not working, we try to replace him with one who will."

Dwight M. Morrow to Address New York Agents

Dwight M. Morrow, vice-president of J. P. Morgan & Co., will address the New York Council of the American Association of Advertising Agencies at a luncheon meeting to be held on May 20 at the McAlpin Hotel.

Making People Think "Memorials" Instead of "Gravestones"

Advertising Which Creates a Desire for a Monument in the Minds of the Living

By C. B. McCuaig

IF there is one line of merchandising which can truly be called "different" it is that which has as its aim the sale of a monument, mausoleum or sarcophagus to a man or woman very much alive. That this thing is being done by Boutwell, Milne & Varnum, Montpelier, Vt., should be of interest to many advertisers who are holding back from national publicity because of the difficulties peculiar to the marketing of their product.

A memorial to the departed is about as hard a thing for which to create a demand as can be well imagined. In the first place the monument is of no use until you have someone in whose memory to erect it. Next comes the objection that no healthy-minded person likes to think about such things unless he has to do it. These two difficulties are big, and I doubt if they apply to any other line of manufacture unless possibly it is caskets. Besides these there are other difficulties not peculiar to the monument business, such as an only partially developed dealer distribution, the difficulty of giving the buyer any exact idea of the thing he is about to buy (for you cannot pack a 20-ton monument around in your sample case) and the question of preparing advertising copy which will be effective selling talk, and at the same time keep clear of anything which might be lacking in reverence or offensive to good taste.

MONUMENT MAKERS HAD LAUGHED AT IDEA OF ADVERTISING

These are the difficulties in the way and it must be admitted they are formidable ones. For years it seemed so hopeless to try to overcome them that monument builders laughed at the idea that they should advertise, but to-day Boutwell, Milne & Varnum are

using national space on a scale which would compare well with many food products and toilet preparations.

Probably the reason they are advertisers is that they did not pin their eyes to the difficulties alone; they looked at the possibilities as well and here are some of the things they found:

Thought of buying a monument is repulsive only because long years of popular fancy has made it so. There is no reason why the subject should be shrouded in gloom, if the buyer will attend to it at the proper time and not wait until the immediate need arises.

There is a universal demand. Every family will need a monument some day.

It is a human characteristic to dread oblivion. Every man would like to see his name survive through the ages if only in stone.

We know that many of the monuments erected to great and good men have carried words which would have been offensive to their good taste if they had been there to read them. In some cases the epitaph has been pointed out for ages as a huge joke. The only way to guard against this possibility is to select your own monument and write your own epitaph.

The planning of a monument by one still alive is in no way morbid. It is a natural thing for anyone to do who has foresight and a desire to attend to all necessary things. It shows the same thoughtful care for others as the making of a will and saves those left behind an unpleasant task.

Compare these lists of difficulties and possibilities and it will be seen that there are two sides to the story. Now let us see how Boutwell, Milne & Varnum have taken the facts just as they are and from

them evolved a strong merchandising plan:

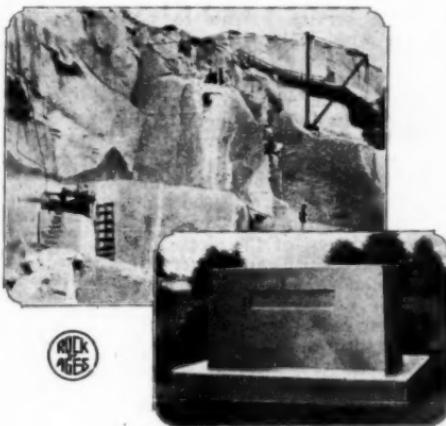
In the first place they have set out to establish a trade-mark just as a manufacturer would do with any other product. It is nothing wonderful in the way of design—just a circle with the words "Rock of Ages" in black on a white background, the letters following the contour of the circle. It is not the design, but the persistence with which it has been used that has given it its value. In fact, its very plainness has probably added to its value, as will be shown later on.

The list of national publications in which the advertising appears is fairly extensive and the space favored seems to be two-thirds of a page, which is enough for display without seeming too dominant. Women's publications are widely used and with good results, the reasoning behind the use of this class of mediums being that the women of the family are often the ones with the greatest regard for sentiment and the perpetuation of the memories of their family.

The copy is quiet and dignified, but at the same time it puts over its message with a vigor.

One of the outstanding features in the campaign is the intensive work that has been done not only to sell the dealer, but to make him an active means of selling the public in turn. In the sale of a monument the influence of the dealer is simply tremendous. The man who buys a motor car or a tube of shaving cream has some

personal knowledge of the market. He has his own opinions as to what he wants, and all that the dealer can do is to mold these opinions around to his own product. But this is not so when a monument is the thing to be purchased. Out of 100 representative men you will



Sermons in Stones

WE, who pass this way but once, strive to leave some worthy memory of our stay.

Mighty structures of commerce stand as memorials to those who labored in the marts of trade.

Yet these honors become impersonal and fame is lost in history. Thoughtful men of today accept the responsibility of erecting a more permanent and pri-

vate memorial as a tribute to their family.

Choose now the monument which shall perpetuate your name. Choose ROCK OF AGES Granite, into whose everlasting beauty can be carved the very character of the one whose name it bears. You will be interested in the ROCK OF AGES story.

Ask us to send a copy.

Every monument in ROCK OF AGES Granite is inspected.
A certificate is issued guaranteeing every stone perfect in detail.

Quotations of
ROCK OF AGES
Granite

BOUTWELL, MILNE & VARNUM CO.
MONTPELIER, VERMONT

Quotations of Granite
Hudson & Dyer
© 1921, R. M. & V. Co.

THOUGHT PROVOKING COPY

not find three who have given any careful thought to the matter, or who have even the vaguest idea of the points which distinguish a good monument from one of inferior quality. In addition to all this the purchase is often made at a time when they are bowed down with grief, so it is only natural that they should rely almost entirely upon the judgment of the dealer to whom they go for advice, and in the majority of cases they do.

So in the merchandising of

monuments it is of the utmost importance to gain the good-will of as many dealers as possible, to have them thoroughly "sold," not only to the point where they will suggest the particular line, but recommend it to the exclusion of all others.

Toward this end the Boutwell, Milne & Varnum Co. has established a service bureau to cooperate with dealers in selling a greater number of monuments by advertising in their local papers, to gain the greater value of Rock of Ages national advertising. Newspaper electros are furnished in one- and two-column widths at cost. There is a booklet which shows the cuts and these booklets are widely distributed.

In the design of the electros is a thought which advertisers in many lines would do well to note. There is no effort to make it a screaming advertisement for the manufacturer at the expense of the dealer. Instead, all that appears of the manufacturer's business is the simple and unobtrusive trademark with its "Rock of Ages" worked into the design. By this arrangement the dealer can use the cut without his pride in his own business being hurt, the monument maker gets almost as much advertising as he would from a screaming heading, so everyone should be happy.

In this dealers' service work one of the prettiest touches is the way the company advertises on dealers' letterheads. The letterheads it supplies to dealers at actual cost of production are beautifully designed and printed on a high grade of paper. It is a letterhead that any business could use without apology, and as a matter of fact it is far superior to anything a dealer would be likely to get out for himself unless he was willing to go to endless pains and expense. The design is based on a close knowledge of the monument business coupled with artistic skill. The result is that these letterheads are in great demand. Instead of this letterhead idea being an unimportant side line it is one of the big parts of the

campaign. A dealers' album is another of the important sales aids. It is beautifully printed and shows twelve original designs. There are, of course, numerous smaller booklets, and the whole campaign is "sold" to the dealers through their trade papers.

Urges Vegetable Growers to Advertise

The chief of the New Jersey State Bureau of Markets in an announcement to vegetable growers urges them to use newspaper advertising.

"Never was there a better time for the New Jersey truck farmer, who is in a position to sell his products direct to nearby markets, to use newspaper advertising to increase his business and his profits," Mr. Clark said. "The consumer is hungry for fresh vegetables, and the growers who will seek this 'direct-from-the-farm' trade will find that a business built up now will continue throughout the year.

"Hundreds of farmers take their products to town and peddle them from door to door. This is too expensive a method for the average grower. Why not, through advertising in the local newspaper, sell the stuff before it is delivered?

"Right now the public wants fresh asparagus, fresh rhubarb, fresh eggs and all other seasonal spring products of the farm. It will cost the farmer more to sell these products direct to retail customers, but the additional profits will make it well worth while. He should grade and pack every shipment to please the eye as well as the taste of the buyer, and he will discover that by holding his quality high he can hold a dependable trade throughout the year."

Editors of Employees' Magazines Meet

The Associated Editors of Employees' Magazines held their annual convention at the New York Advertising Club on May 16.

After a business session in the morning the convention held an open discussion of the problems of publishing magazines for the employees of large organizations.

Addresses were made by Professor James Melvin Lee, of the School of Journalism, New York University, and E. A. Shay, of the National Association of Employment Managers.

Richard Ahrens Returns to "Printers' Ink"

Richard Ahrens has returned to the Chicago office of *PRINTERS' INK* as a member of the advertising staff. Mr. Ahrens was formerly with the A. W. Shaw Company, Chicago, Albert Pick & Company and the Remington Type-writer Company.

Catalogue Service—

A Manufacturer's Test

FISKE & COMPANY, Inc., makers of the "Fisklock" and "Tapestry" Brick, recently sent a letter to a number of representative architects, asking them to express their preferences for the form in which catalogue data should be sent to their offices. There were 240 replies.

The votes for first choice were as follows:

142 for Catalogue in Sweet's.

59 for an individual Fiske Catalogue.

9 for Specification Manual.

30 no preference.

On the basis of this showing Fiske & Company decided to place its catalogue in the Sixteenth Edition of Sweet's Architectural Catalogue, which is now being compiled.

Forms close July 1.

SWEET'S CATALOGUE SERVICE, INC.

119 West 40th Street

New York City

Boston's Verdict from a Century's Experience

INTELLIGENT selection of the "practical best" has always been the business tendency most strongly felt in the New England market—and is today.

Two paper merchants of Greater Boston, whose combined business experience aggregates one hundred years, have found definite causes for the growing demand for Systems Bond—"the bond paper of business" in this stronghold of American business. In letters addressed to us they tell us why Systems Bond meets New England's best needs today.

Tendency explained by
W. F. McQuillen, treasurer,
The A. Storrs & Bement Company

"The mills and business houses of New England have international reputations to uphold. Yet they are organized to compete in the world's markets on a justified footing.

"It is imperative that these great businesses hold their overhead to a moderate figure without impairing their reputations.

"Systems Bond which sells at a business man's price, solves the problem in most cases.

"No business house need refrain from buying Systems Bond in any quantity, and none need hesitate to use it for any purpose."

Judgment of J. Richard Carter,
treasurer, Carter, Rice & Co.,
Corp.

"New England business men have always been keen judges of values. They recognize something in Systems Bond that is a real New England measure of value.

"This something is the 'tone' of the paper, which carries undeniable prestige, together with the fact that it is also an undeniable 'good buy' in any quantity.

"New England business is modern, and buys thrifitly for value received. Systems Bond is a fine example of 'value received' in the minds of the bond paper buyers of this territory."

Entrust all details to
your printer

Let your printer "sit in" with you in a full discussion of your stationery problem. He is equipped to help you.

On Systems Bond he will execute with enthusiasm letterheads that express what you really are. Let him also prepare you a Systems Bond estimate for complete standardized office forms. He will probably name a figure that will surprise you by its modesty.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.
Mil's at Bangor and Lincoln, Maine

SYSTEMS

The Rag-content Loft-dried Paper

Systems Bond Distributors

Albany—W. H. Smith Paper Corporation
 Atlanta—Sloan Paper Company
 Baltimore—Baltimore Paper Co., Inc.
 Boston—The A. Storrs & Bement Co.
 Carter, Rice & Co., Corp.
 Buffalo—The Disher Paper Company
 Chicago—Swigart Paper Company
 The Paper Mills' Company
 Cincinnati—The Chatfield & Woods Co.
 Cleveland—The Union Paper & Twine
 Company
 Des Moines—Pratt Paper Company
 Detroit—The Union Paper & Twine Co.
 Harrisburg—Donaldson Paper Company
 Kansas City—Benedict Paper Company
 Los Angeles—Blake, Moffitt & Towne
 Louisville—The Rowland Company
 Manila, P. I.—J. P. Heilbronn Company
 Milwaukee—The E. A. Bouer Company
 Minneapolis—Minneapolis Paper Co.
 Nashville—Clements Paper Company
 Newark—J. E. Linde Paper Company
 New Haven—The A. Storrs & Bement Co.
 New York—J. E. Linde Paper Company
 Miller & Wright Paper Co.
 Norfolk—R. P. Andrews Paper Co., Inc.,
 of Va.
 Tablets—J. C. Blair Co., Huntingdon, Pa.

Omaha—Carpenter Paper Company
 Philadelphia—A. Hartung & Company
 Riegel & Company, Inc.
 Pittsburgh—General Paper & Cordage Co.
 Portland, Me.—C. H. Robinson Company
 Portland, Ore.—Blake, McFall Company
 Richmond—Virginia Paper Company
 Salt Lake City—Carpenter Paper Company
 of Utah
 San Francisco—Blake, Moffitt & Towne
 Seattle—American Paper Company
 Spokane—Spokane Paper and Stationery Co.
 Springfield, Mass.—The Paper House of New
 England
 St. Louis—Beacon Paper Company
 St. Paul—E. J. Stilwell Paper Company
 Tacoma—Tacoma Paper and Stationery Co.
 Washington—R. P. Andrews Paper Company
 Virginia Paper Company
 Winnipeg, Canada—The Barkwell Paper Co.
 Export—A. M. Capen's Sons, Inc., New York
 W. C. Powers Company, Ltd.,
 London, England
 Envelopes—United States Envelope Co.,
 Springfield, Mass.
 Box Stationery—C. E. Weyand & Co.,
 New York City



To Printers

If you want to know the full possibilities of constructing letterheads on "the bond paper of business", write your nearest Systems Bond distributor for our sample book of weights and colors—and specimens letterheads executed on Systems Bond.

BOND

at the Reasonable Price



Prepared by The H. K. McCann Company



Known-Objective Advertising and Sales Promotion

THAT'S what we do. There is no gamble as to whether or not your prospect gets your message.

It's put right in his hands. He asks for the mail the first thing every morning.

Direct printed matter has a *known objective* and reaches it. It is *pure gold sales work* with the dross thrown out.

It shoots at the individual duck and not at the flock. Therefore, it hits.

We have a book, "The Things That Sales Are Made Of," that is free to business officials and advertising executives.

Send for this book and learn more of our service.

Bert L. White Company

Originators and Producers of

"Dramatized Sales Helps"

(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

The Mail-Order Advertiser's Flood of Personal Letters

Successful Advertisers Regard Them as a Real Asset—Like to Answer as Many as They Can Themselves

By John T. Bartlett

ONE feature of the harvest reaped by the mail-order advertiser who puts plentiful "I's" in his advertisements is a large number of personal letters from customers or prospective customers. These people pour out troubles, ventilate opinions, ask advice on a thousand and one different subjects. The only way that many can be answered is by a personal letter.

As a class, farmers are perhaps most given to writing such letters to advertisers. People who are about to take up farming run neck-and-neck with them. Amateur gardeners and amateur poultry keepers are also great letter writers.

A Colorado seedsman confronted a characteristic dilemma in connection with such letters. He has a relatively small but rapidly growing mail-order seed business. He has always used the first personal pronoun a great deal. He puts his picture into his catalogue and talks in characteristic, forceful, man-to-man fashion about the worth of varieties, cultural methods, and other gardening subjects. His 1920 business almost doubled that of the year before. The letters personally addressed to him were also much greater in number, of greater length, and of more intimate tone.

This man's business is still pretty much a one-man affair. He is his own advertising man and office manager. He supervises the production of such seeds, bulbs and plants as he grows himself, and attends to the buying of additional needed supplies. He is a very busy man.

He can write exceptionally good customer letters. He has always liked to write them until recently, when the size of his business has

made the task exceedingly difficult.

In his 1921 catalogue he sets out to ameliorate, or perhaps settle, the letter problem. He knows that people order his seeds because he has put a likeable personality into his catalogue and sales letters. If they like him, why won't they do something else for him—think twice before they write a personal letter demanding an answer?

His present catalogue, accordingly, has several paragraphs under the caption, "Some Things I Can't Do." He says in this paragraph that he likes to get letters from customers, and always, even on the busiest day, has time to read them. But to answer them in detail, in addition to all his other duties, is out of the question. He tells something about his average day's work, and then continues:

"The letters I like best are those that do not require an answer. Next are those that can be answered by 'Yes' or 'No.' But I try to answer all letters. At least I want to. But kindly bear in mind that I am not in a position to go into details regarding the many problems that confront you. *I've tried to do my bit by giving you a lot of helpful suggestions in this catalogue.* Use your county agent, agricultural college and farm papers."

WHAT OTHER ADVERTISERS DO

It took some daring to attempt such a solution of the letter problem; of that there can be no dispute. The courage to do it, though, arose from a need. The writer, with this case as a starting point, was moved to make an investigation among various mail-order advertisers, particularly those who use "I's" a great deal, either in their periodical adver-

tising or their catalogues. He found that the dilemma the Colorado seedsman faced is a typical one, though the remedy essayed was novel.

The head of an incubator company related an experience which goes back to 1903-1904. Launching out at that time, this man's father wrote a booklet called "Ups and Downs of an Inventor." It related in a very vivid, personal way his incubator experiences, beginning with the first machines used, two home-made affairs, bought second-hand of a Missouri carpenter. The contraptions didn't work, and the buyer lost the cow he traded for them, 300 eggs and fourteen gallons of oil; and—worst of all—was the town laughing-stock. He related the trips he made "pushing" his new invention—in a covered wagon, from town to town, hatching out chicks as he went. There was a great deal of absorbingly interesting material in this booklet—it was human through and through. The company printed 300,000 copies, and began to distribute them.

Well, the booklet pulled—not only orders, but letters.

"We were completely covered up with correspondence, hard luck stories and all sorts of woes," narrated H. H. Johnson, the son, to me. "So much so that I remember distinctly going to father and asking him if he didn't think it wise to stop sending out the booklets, and I will always remember his reply. He said, 'In most every business, a person has to take the tail with the hide. If we can get people to write us, no matter what they write about, there is a certain percentage that will make good customers.' He wouldn't consider a minute stopping his campaign, so we had to go through with it—letters and all.

"We waded through the correspondence, sympathizing with the people who had ill luck. We advised selling off the cows that didn't make good. I remember writing to a fellow who had a balky team. He said he couldn't afford a better team, and he was offered very little for his balky

horses. I figured for him how much the balky horses were costing him, and if he was unable to use them he had better take them to the field and shoot them."

As in this instance, a flood of personal letters from customers is usually associated with a successful business condition. This company, the M. M. Johnson Co., of Clay Center, Neb., manufacturer of the Old Trusty incubator, has built up a large incubator business and it attributes much of its success to its attitude toward personal letters from customers. Its periodical advertising and its catalogue always are planned to stimulate such.

HANDLING THE LETTERS

It has to handle them, though, when they come in. How does it do it? The size of the problem can be seen from an average Monday's mail during the season when people are buying incubators. There are some 3,000 inquiries in it. About 2,000 of these are straight requests for catalogues.

The straight inquiries are replied to with a form letter. The others are handled with personal letters. In its catalogue the company gives prominent position to a page, "Our Bureau of Information," urging readers to query to the limit. On this page it is stated, however, that it would be "false on the face of it" to suggest that H. H. Johnson replies to all letters that are received, because they number thousands each day; it would be, besides, an injustice to the experienced help of his assistants. These assistants are named. Then Mr. Johnson declares that he will answer personally all letters personally addressed to him, until he is completely covered up, after which they will have the careful special attention of experienced men.

The company has four dictators and a battery of automatic typewriters. The personal letter which goes out is usually a mixture of form paragraphs and special required information. In the thick of the season some of the abler

OVER
100,000
 PER DAY

The volume and quality of The Toronto Globe's telegraph and cable news have won and maintained for it the leading position as a general newspaper among Canadian dailies.

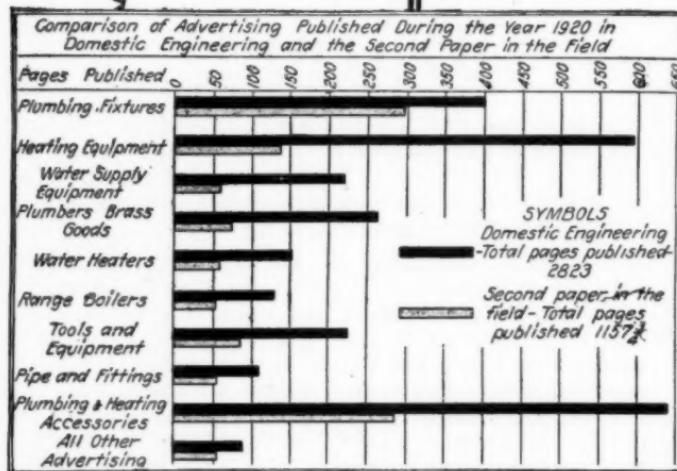
The volume and quality of the local news in the City News Edition are winning for The Globe an additional body of readers in Toronto and vicinity. The City News Edition reports local events to an extent that has never before been possible in the morning field. People in Toronto no longer have to "wait till sunset to know what happened yesterday" in their own city. And so, 40,000 families now read the City News Edition of The Globe every day—which, with the 60,000 out-of-town circulation, gives the general advertiser in The Globe a net cash paid circulation of

OVER
100,000
 PER DAY

No premiums and no contests have been used to build up a circulation almost three times as large as that of any other Canadian morning paper which, like The Globe, has not resorted to such methods to secure its readers.

The Globe.
 TORONTO
Member Audit Bureau of Circulations
 Dominating Medium in Canada's
 Greatest Market-Place

UNITED STATES:
 Verree & Conklin, Inc., NEW YORK, CHICAGO, DETROIT



FIRST

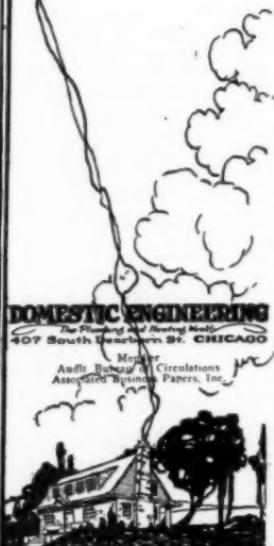
During the year 1920 DOMESTIC ENGINEERING published 2,823 pages of advertising, more than twice the amount of pages published by the second paper in the field.

Co-operation with reader and advertiser is responsible for the consistent growth and leadership of DOMESTIC ENGINEERING.

Week after week DOMESTIC ENGINEERING, by constructive articles, has shown its readers how to sell more merchandise and has thereby increased the sales of its advertisers.

That's why men who know say, "DOMESTIC ENGINEERING is the first paper to use to reach the plumbing and heating trade."

Write for booklet which gives, in condensed form, information about the plumbing and heating trade—it's gratis.



stenographers help out on these personal letters.

The size of the average order certainly influences the expense a concern can go to in handling customer letters. The average order with the Old Trusty people is around \$15. In the retail seed business it is much lower.

The Slate Seed Company, of South Boston, Va., which advertises as "W. C. Slate, The Farmer Seedsman," gets a large number of customer letters. When these come with a request for a catalogue they are always answered by personal letter. R. R. Slate, advertising manager, considers these letters so important that he personally writes a great many of them. The personal letter usually converts the prospect into a customer.

In the case of letters with orders, or questions written on order, the stenographic force helps out. Several forms are used which cover such situations as items temporarily out to be shipped later, and ordered items out of stock, substitutions made, with a minimum of labor. Then there is a special form containing a blank acknowledging an order in which the question if simple and briefly answered is attended to by the stenographer addressing the shipping label. This form is a sheet $6\frac{1}{2} \times 7\frac{1}{4}$ inches. It has a green border, and a horizontal green bar across the middle. The upper blank contains a form acknowledgment to the customer. The lower is used for typing in the requested information.

When this space is not large enough, or when the question demands greater knowledge and care in reply than the stenographer possesses, a personal letter is written.

"If you can get a man to write to you, you can get his order," declared R. R. Slate, who very positively believes that customer letters should be encouraged and, when received, should get adequate replies. This concern gets floods of them during the spring season, but handles them efficiently and economically with the assist-

ance of the device described, and experienced stenographers.

These mail-order advertisers who print their photographs in their advertisements, and sprinkle the "I's" liberally, are consistent—they are characteristically great hands themselves at writing letters to customers who ask questions. The Gurney Seed Company, of Yankton, S. D., distributed 475,000 1921 catalogues. The utmost effort, says D. B. Gurney, was put into this catalogue to make it "pull" requests for information. "Who answers them? Our very best talent." Mr. Gurney writes many himself.

LONG LETTERS NECESSARY

Many of the replies run to 400, some to 500, words. There is an obvious intent to reply adequately to the writer. How easy it is for correspondents to half-answer questions asked in letters, anybody knows who has ever sought to get information in this manner. There was no endeavor in these Gurney replies to keep down the length—the customer who put a lot of effort into a letter got a reply which showed a lot of effort too. The tone was friendly, cheerful, helpful; the attitude was direct, man to man. There were no frills.

The average order with this seed company will run higher than with many others because of the large business done in farm field seeds. The problem of customer letters is thereby the simpler with it.

The essentials of the problem, and the principles involved, are the same as with the concern whose average order is small. The customer or prospective customer who writes a letter is an exceptional person. He is either more given to letter writing than others, or he has been powerfully attracted to the advertiser. In either case, the opportunity of his letter is great, to make him a permanent customer, to create him a salesman-without-pay for the firm among his friends.

How to do this successfully, yet economically, having been discovered, an important mail-order problem is solved.

The Sales Merit of the Guarantee

There Is a Lure to the Beautifully Ornate Certificate of the Manufacturer to Make Good on What He Promises for His Product

By A. L. Townsend

YEARS ago, in Georgia, competitors were somewhat mystified by the large sales of a certain article that was distributed among farmers and negroes. A man was delegated to investigate. This would never do. What sort of magic was being performed by the salesmen who went on the road and called in person on the prospect? Did it mean that salesmen of a superior efficiency had been rounded up by this organization?

There was not much of a mystery, after all. The company supplied all salesmen with an elaborate and impressive "guarantee." It was printed on heavy bond paper, in three colors and gold, and "looked like a million dollars." There was an engraved border, as intricate in design as anything appearing on any paper currency; there were signatures, and clauses and elaborated, indented paragraphs.

The guarantee was justified, for the product in question could and did live up to it, but this firm's competitors had simply not thought to go to the trouble.

The moral effect of that document was beyond all calculation. Farmers looked upon it as something invaluable. The guarantees were found in strong-boxes, framed on walls, in banks. They looked valuable and their owners placed this valuation at a high figure.

This, as we have said, was years ago. There has been a lapse of the popularity of the guarantee. In fact, for a while, it all but disappeared. Now it is returning, stronger than ever.

Laws make it necessary to use a guarantee only when the facts it sets down are valid. This works for the good of the guarantee, since more faith is placed in them.

The guarantee is a last bit of conclusive evidence. It is an in-

dication of good-will and of reassurance. It means that the manufacturer is proud of what he sells and is perfectly willing to back up talk concerning it with some promises of performance. The retailer claims that it is of the greatest possible assistance to him in closing a sale.

"Yes, Madam, this is a guaranteed article," is a phrase repeatedly heard, and always voiced with unmistakable pride by the clerk. He feels there is nothing else to say after he has said this. The manufacturer has backed his goods with an uncontroversial argument.

Nor is it always necessary that this added element of sales and advertising be in the form of a guarantee. It can be merely a help, a piece of official information, the result of a long and painstaking investigation.

As an example of this offshoot of the guarantee, the idea once devised by The Vacuum Oil Company for Gargoyle Mobiloils may be instanced. A chart was prepared by engineers in a thoroughly official way. This chart is for the automobilist and tells him just what grade of oil to use for his type of car. The chart is kept always up to date. It is printed, despite the fact that it occupies a great deal of space, in many of the concern's page advertisements.

This Mobiloil chart has become nationally famous. It is almost a classic in its way. Owners of cars have learned to consult it, and to insist upon lubricating their machines according to schedule. The dealer, the garage man, the auto station will often point to it, designate a man's own car and the figures in this connection as an argument in favor of the specific brand of oil.

The Westinghouse Union Battery Company has put a new storage battery on the market, in the

(Continued on page 127)

Advertiser's Dollar Now Worth \$1.66 in The New York Herald

The present general advertising contract rate in The New York Herald averages 40% less and the net paid circulation is greater than The Herald and the Morning Sun combined when amalgamated February 1, 1920.

Another way of figuring it is that the advertiser gets more circulation for 40% less cost.

In what other Metropolitan newspaper can advertising space be purchased today at a lower rate per line per thousand circulation than in January, 1920? Certainly not in New York.

In the balance of the New York Morning Newspaper field the average worth of advertiser's dollar is under 90 cents on the same basis of comparison.

THE NEW YORK HERALD

Can Copy Appeals Be Gauged in Advance?

MILLIONS of dollars are spent every week on copy appeals which have never been definitely gauged in value—with no definite check on whether or not the best selling appeal is being made. What this policy of going-it-blind may mean to the yearly sales totals is almost staggering to think of.

Some idea of what it can mean, however, may be gained when we look at the wide difference in results between different copy appeals used in mail order selling.

One advertisement prepared last year for one of our clients has produced, to date, over \$300,000 in direct business—incidentally, at a selling cost less than the average salesman's commission. The best advertisement on this proposition prepared up to that time and circulated in the same media would have produced less than \$100,000 in sales.

Yet for one advertisement to pull three times the results of another advertisement—under the same conditions, in the same media, and on the same proposition—is not in the least unusual. We have seen one advertisement outsell another in the ratio of ten to one.

As a result of our experience in handling the advertising of over sixty direct result accounts where every sale is traced to its source, we have been able to draw a definite line—in advance—between appeals that "make good" and those which merely "look good."

Be

IT makes no difference whether the reader of an advertisement orders by mail or goes to the dealer for the merchandise advertised.

The method of purchase is only a detail. In either case the copy must make the right appeal or it makes only a fraction of the sales it should. In both instances the buying motive to be aroused is exactly the same.

The mail order advertiser has definite figures of results from various appeals to guide him. Why shouldn't the general advertiser profit by the things the mail order advertiser has learned?

In doing this it is not necessary to sacrifice one iota of "class." Your copy can create just as much atmosphere as it does today. Neither is it necessary that yours be a small town or "middle-class" proposition. We have proved that the most fashionable sections of New York and Chicago will order by mail—when the right appeal is made—just as they patronize the stores that make the right appeal. We have written copy that brought back average orders of \$1,000 each from rated business men.

And the same principle of appeal that brings results by mail will bring equally good results through the dealer.

* * * * *

WITHOUT the slightest obligation we should be glad to send you the *Tested Appeal In Advertising*, a little book which shows how the advertising of those who sell through dealers can be made to do better selling work and more of it.

Merely make the request on your business letter-head.

**Ruthrauff & Ryan inc. Advertising
404 Fourth Ave. at 28th St. New York**

Chicago

Baltimore



Quality and Service

Yes—It's Common Thunder—But

We tried to think of a better way to say it, but what's the use. It all means the same thing and after all when you mean what you say it's not such a bad expression.

Every engraver talks "Quality and Service" and almost invariably with vehemence and conviction. It's in the degree to which they back up their talk that there is a difference.

We lay no claims to superhumanity. We admit that we have fallen down and fallen down badly on a job or two in the past. But we do claim that we are consistently above par in backing up our talk.

And—here's something you can bank on:—When you order Peco Perfect Printing Plates you are exposing yourself to a service as nearly perfect as human effort can make it.

Premier Engraving Co.
Photo Engravers, Color Plate Makers
605 South Clark Street
Chicago

face of the heaviest competition. A big help has been a certain card of certification.

This is what the advertiser says about it:

"A little card with tremendous importance. When you buy a Westinghouse battery you will find a transparent envelope wired to the handle. In this envelope is a card. Be sure to look for it and save it. The face of this card is arranged for a record of bat-

tery service to which you are entitled without charge. This service will enhance the value of your battery and prolong its life. On the reverse side is a signed statement as to the examination and tests which your battery has undergone in the Westinghouse factory at Swissvale. This is a message from the maker of the battery to its user, a pledge of reliability."

The opposite side of the card provides for the written-in name

of the man who sold the battery and to whom it was consigned. There is a clever chart by which both may keep an accurate account of its performance.

It is just such features as this that give an added impetus and value to an advertising campaign. The physical appearance of the card, the guarantee, the chart are of a character to breed confidence.

And now for the reborn guarantee, as the feature of advertising. The Monitor Stove Company, for its Caloric Pipeless Furnace, puts the guarantee first and foremost in the illustrative make-up of the page. The explanatory text leaves no room for doubt. It says: "You may purchase a Caloric on a money-back basis, guaranteed that it will heat your home to the comfortable temperature of 70° in coldest weather. This guarantee is the definite pledge of the oldest and largest manufacturer of warm-air furnaces in the world—it is also the local dealer's pledge of the buyer's satisfaction or money back."



THE GUARANTEE IS FOREMOST IN THIS ILLUSTRATIVE MAKE-UP

tery service to which you are entitled without charge. This service will enhance the value of your battery and prolong its life. On the reverse side is a signed statement as to the examination and tests which your battery has undergone in the Westinghouse factory at Swissvale. This is a message from the maker of the battery to its user, a pledge of reliability."

The opposite side of the card provides for the written-in name

size, rising from behind a wintry landscape, is as official as anyone could well desire. It has many legal aspects, both in appearance and in the form it is drawn up.

The Empire Cream Separator Company offers the purchaser a four-year guarantee, and, as in the former case, features it in the illustration and in the text.

"Never before," states the copy, "an absolute guarantee against four years' ordinary wear. Here's a guarantee on the new Empire

that covers not only materials and workmanship, but four years' ordinary wear. That is insurance of the strongest kind."

Not even a man's insurance policy could be a more official appearing document. That the farmer would prize it and keep it and place it with his valued treasures has been borne out by actual experience and company investigation. And how it spruces up the advertising pages!

IN HOFFMAN VALVE ADVERTISING THE GUARANTEE TAKES PRECEDENCE

Hoffman Valves are covered by a unique guarantee. Its exploitation takes precedence over anything else in the advertising:

"Hoffman valves are guaranteed to you in writing for at least five years' perfect operation. Architects are supplied with blank guarantee forms. They await only your name and signature."

The guarantee is reproduced, almost actual size, as the feature of the page display. It certainly carried conviction. Which reminds us, there is a set form for these documents and one that evidently must be followed. There must be something of the bond in their make-up; there must be highly ornate borders, engraved, highly technical and legal phraseology and other kindred features.

To be valuable in the eyes of the consumer, a guarantee must appear valuable. Not the least of the essentials is the engraved decorative design that surrounds the face of the document. In a sense it is money. It is something not easy to imitate. That was indeed the origin of the plan.

How can such patterns be secured? One advertiser found it easy. Rather than have an original engraved—at heavy expense—he fished some ancient bonds from his safe deposit vault that were hopelessly obsolete, clipped off the decorative marginal designs, patched them together, and made a border of his own for his guarantee. It had the "look" of value at small expense.

White & Bro., Inc., for "Certificate Metals," features an im-

pressive certificate, signed and sealed. "With every shipment of Certificate Metals you receive a signed certificate. An accurate, trustworthy analysis showing the complete chemical composition and physical qualities. This certificate backs up your own foundry. You make yourself responsible for the quality of your finished product. We make ourselves responsible for the metal you put into it."

For many years The Larrowe Milling Company has made an advertising feature of its guarantee, and this season is stressing it more than ever. The guarantee is always reproduced. And there is no compromise in the statements that accompany it:

"Pick out one cow to prove this guarantee. That's the whole essence of the Larro proposition—two sacks of Larro must increase the yield of any cow you select or you get your money back at once. This is the same guarantee which has stood back of this product for seven years."

It is interesting to read the actual wording of the document:

"Feed 200 pounds of Larro-feed to any cow; then if your own figures do not show that she gave more milk on Larro-feed, or if for any other reason you are not entirely satisfied, return your empty sacks and unused feed and get every cent of your money back. Dealers selling Larro-feed are authorized to carry out the terms of this guarantee."

The president of the company signs the paper.

There have been many long and seemingly endless debates on the subject of the guarantee. Some deem it too sensational, some unwise and unbusinesslike. If the consumer will not believe advertising statements—then it's up to the consumer.

And another element is involved: the inherent reticence of the user. A comparatively small percentage of people never take the trouble to bother with or even read a guarantee, whatever they think of a product. It is human nature to "forget and forgive easily."

HARDWARE MANUFACTURERS

—How can you hope to secure 100% distribution and 100% dealer co-operation—if you do not keep in constant touch with 100% of the dealers in hardware?

Through Good Hardware Only Can You Do This

Good Hardware reaches every retail hardware dealer and every hardware jobber in the U. S. every month.

It reaches the city merchants and the country merchants—the big fellows and the little ones—all the dealers in hardware in the whole country.

And the cost is lower per page per thousand than any other medium.

Good Hardware

Published monthly by the Trade Division of
THE BUTTERICK PUBLISHING COMPANY
Butterick Building, New York

Why 25 pharmaceutical houses now pack tablets in Sanitape

Lowers Costs because—

it saves labor through automatic operation, and uses only wax paper, paraffine and carton, eliminating costly packages and protective containers—

One user of Sanitape has made a horizontal price-cut as a result of these savings.

Increases Sales by—

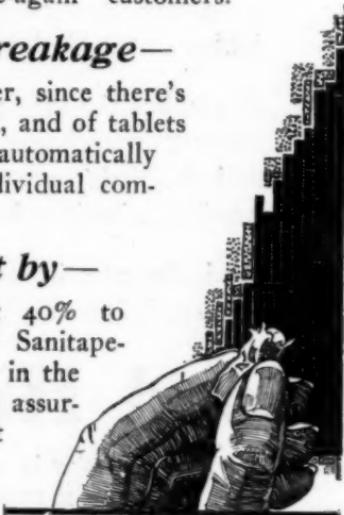
airtight protection of each tablet until the instant of taking. Freshness, full medication and convenience make for "come-again" customers.

Eliminates Breakage—

both of container, since there's nothing to break, and of tablets because each is automatically sealed in an individual compartment.

Saves Freight by—

reducing weight 40% to 60%, putting Sanitape-packed products in the parcel-post class, assuring more prompt deliveries.



SANITAPE

PRESERVES PERFECTION
BY AIR-TIGHT PROTECTION

SANITAPE

Where quantities to be packed do not justify the installation of an Ivers-Lee Machine in the maker's plant, our Contract Department will Sanitape-pack tablets in desired units—with or without name of maker printed on the "tape."

Write for complete information and sample of Sanitape-packed tablets.

Ivers-Lee Company
Newark, N. J.



Among the 25 representative pharmaceutical houses now packing their tablets in Sanitape, are:

Anedemin Chemical Co.
The Harrower Laboratory
Furst McNess & Co.
Ironized Yeast Co.
Dr. D. Jayne & Son

Morgan Drug Co.
E. L. Patch Co.
W. F. Severa Co.
United Drug Co.
The Upjohn Co.

SANITAPE

PRESERVES PERFECTION
BY AIR-TIGHT PROTECTION

May 19, 1921

OK with corrections by J.

There's many a good point made in blunt language.



A master copy writer once said, that all he expected his copy to do was to "sell the goods." Amen.



Some managers make the grade while others are waiting for the market to show signs of life. How do they do it?



He who advertises in the face of declining markets, has the respect of everyone; respect for his grit, for his good business judgment.



Amy Lowell said that words are sword-blades and poppy-seeds—you can cut or you can drug with them. Did Amy ever try words that *persuade*?



Your product, your personal sales efforts and your advertising are the only evidences of your existence to the majority of those upon whom your business life depends.



The way to discover whether your religious creed is wrong is to die. If your business dies, your merchandising creed must have been wrong. Good advertising should have a place in your business religion.



Sonorous vaporings no longer have a place in real advertising. The blatant phrasemonger served by old General Publicity has fallen into "innocuous desuetude." Advertising today *must* sell goods profitably.

TURNER-WAGENER COMPANY



WRIGLEY BLDG.

CHICAGO

Advertising • Merchandising • Selling

*Will you talk with one of our Principals
About the Business of Building Business? . . .*

Apply the Rule of Reason to the Standardized Sales Talk!

The Sales Manual as a Help and How to Keep It Up to the Minute

TIDE WATER OIL COMPANY
NEW YORK, MAY 7, 1921.

Editor of PRINTERS' INK:

Yesterday at the meeting of the Sales Policies Committee, the question came up of standardizing our salesmen's talk on Veedol oils and greases.

As there seems to be a divergence of opinion on the standardized sales talks, I would be glad if you would refer me to recent articles on this subject appearing in PRINTERS' INK.

TIDE WATER OIL COMPANY,
E. WALDO EMERSON,

THREE is, indeed, a divergence of opinion on standardized sales talks. If you wish to get yourself into a fistic controversy just drop in casually where half a dozen sales managers are assembled and dogmatically declare that you believe every salesman should be obliged to use a memorized selling talk. It is a safe bet that you will spend a lively few minutes.

Actually, however, there should not be any difference of opinion on this subject. When you get under the superficialities of the question, you will find that every sales executive believes that there is one best way to handle a sale. Every objection may be met with more than one argument, but there is always one best way to meet it. This is so obviously true that everybody should agree on it. The disagreement arises not on the existence of the principle, but on the methods of applying it.

We think the only real objection to the standardized sales talk is that it is not always tempered with "the rule of reason." There is nothing quite so ridiculous as a salesman who goes through the manoeuvres of a sale as though he were a puppet operated on mysterious wires. The fellow who recites a parrot-like speech and who has to go back to the beginning each time he is interrupted is the chap who has brought ignominy on the standardized selling talk. The idea is

good, nevertheless, despite the abuse of it by the bungling tyro. Real salesmen, though they may be pursuing pet methods, do not allow their strategy to become mechanical or their arguments to grow artificial.

Salesmen who are calling regularly on the same trade are not able to use standardized methods to any degree. They have to adapt their tactics to the circumstances as they come up during the interview. After the salesman is established with a buyer, future relations between them are usually of a most informal character.

With the specialty salesman, however, calling largely on new prospects, the case is different. If he is successful, he has worked out some effective method of presenting his proposition. He has mastered certain tricks, by-plays and ways of demonstrating his product that always score. He steadily employs the same arguments, varying them occasionally to fit individual cases. That man has perfected a standardized sale. He uses it effectively because he has sense enough not to repeat it by rote. Now if that particular man's methods are better than those of the company's other salesmen, there is no reason why his methods should not be adopted by the entire sales force. They need not use his exact words, but his ideas and principles should be used, perhaps worked over to fit each individual's personality.

This brings us to the hardest part of the problem under discussion. Few salesmen are willing to use another's methods. They are unwilling to concede the inferiority of their own methods. The best way to handle this difficulty is to compile a sales manual, giving all vital information about the firm, its history, policies, products and how to sell them. All

the usual objections to buying should be listed and then the best possible answer to them given. This manual, if it is believed to have been written by the president or sales manager or some other executive who has the respect of the men, will be accepted as gospel.

Another good way of compiling the manual is to let the salesmen do it themselves. This plan was described in "The Use of the Sales Manual," in PRINTERS' INK of November 16, 1916, page 3.

In this article it was said: "One firm in this country which has made in the past five years a most remarkable record of growth started using a sales manual three years ago. The first year, their manual was somewhat crude, consisting chiefly of Answers to Common Objections. Some weeks before a sales convention, the salesmen were requested to send in by mail the objections which they had met during the past year. After these objections were received they were edited and assembled. About twenty-five of the most common objections were then mailed out to each salesman and each was asked to write down those which in his opinion were the best answers. These answers were then assembled and used at the convention. At a session of the salesmen during the sales convention each objection was read off and with each some of the answers. Then the men were invited to give their ideas of the best way to answer. A stenographer took down all their remarks, and a general discussion followed. As a result of this discussion a decision was reached in the meeting as to the best answer to each objection. The decisions were taken down by the stenographer and later given to the salesmen in typewritten form.

"Among other objections were such things as the following: 'The price is too high; you don't give enough allowance.' 'We will not buy your article because other dealers cut the price.' 'Your product is not made of so good material as some others.' 'I will not handle your article unless you give

me the exclusive sale in this town.' 'If I am to push your article you must give me an advertising allowance for local advertising.'

"The next year the same programme was followed. The salesmen were asked to send in the objections with which they had met. Later they were given a complete list of these objections and asked to submit their answers."

MAKE MANUAL TIMELY

If the manual is kept constantly up to date, salesmen will be more inclined to use it faithfully. Current conditions always give birth to a new flock of objections. The best method of handling these should be prepared promptly and sent to the salesmen for incorporation in their manuals, with some such explanation as, "you are missing a lot of business because many buyers are waiting for further price reductions. Several of our representatives are meeting this objection with this argument," etc.

Again, one of the salesmen may have hit on a clever method of handling cancellations. This might be made standard practice for handling such a condition. Another of the men may be unusually clever in getting retailers to put in window displays. A description of his scheme should get into the manual forthwith. Every good salesman sooner or later will unearth a new argument, find a new selling idea, discover a display stunt or run across some other helpful plan that should be passed on to the other men. It is likely that every salesman will be able to contribute something to the manual eventually. If he held any feeling of jealousy before, this will destroy it and make him enthusiastic about the interchanging of selling ideas among the men. This interchanging can certainly be carried on by every company without any danger of letting sales practices lapse into the slough of dread, standardized monotony.—[Ed. PRINTERS' INK.]

May 19, 1921

PRINTERS' INK

135



VANDERHOOF

& COMPANY *General Advertising*

VANDERHOOF BUILDING • •  167 E. ONTARIO ST. CHICAGO

The Advantage to You

Success with other accounts means success with yours, therefore you naturally prefer to do business with an agency using successful methods. Consider then:

We have secured more new business in the past six months than in any other like period in our existence. In the same time our earlier clients have substantially increased their appropriations. These facts are the result of knowledge, thoroughness and care in our work, both before and after securing business.

Under such favorable conditions, we have added to our organization, materially strengthening our capacity for aiding your business.

We suggest your writing us your present problems in detail, or if in Chicago, telephone Superior 9200, and a member of the firm will arrange to meet you.

How Braxton Centres Attention on Belt, Rather Than Buckle

Sole Remaining Carelessness of Good Dressers Is Being Capitalized by Perkins-Campbell Company

IF you should stop almost any well-dressed man and demand, "What kind of garters do you wear?" you would be answered in a flash. Fire similar rapid questions at this man and he will recite a list of brand names from top to toe.

To demonstrate how familiar we are with the make of the articles we wear, reverse the process for a moment and note how instantaneously these names suggest the articles: Stetson, Arrow, Keiser, Kremenz, Manhattan, B. V. D., Hart Schaffner & Marx, Paris, Holeproof, Douglas. The entire wardrobe, it would seem. But is it? How about a belt—a rather necessary article of wear?

When the Perkins-Campbell Company started to manufacture Braxton Belts it discovered a lack of any buying predisposition in the public in the matter of belts. Any piece of leather cut to proper shape and attached to a buckle was apt to be considered a belt. One simply bought a belt at the haberdasher's, wore it until it lost all resemblance to its original character or until some kindly disposed relative presented a new one for Christmas.

Here was a problem that is presented to many manufacturers venturing into a new field. Should they simply plunge into the existing market and hope to obtain a goodly share of the business because of better quality, strong trade connections, and a larger margin of profit for dealers? Or could they hope to create a new buying habit in the public which would not only sell this product, but develop sales for all similar products?

In the case of Braxton, the problem was still further complicated when, upon investigation, it was discovered that belts are frequently not bought as *belt*s, but as

something attached to a buckle. Such choice as a purchaser did make among several belts offered for his inspection was largely based upon the decorative qualities of the metal buckle or clasp. Since the Braxton bid for fame lay in a peculiarity of construction, obviously the makers not only must create a new buying habit, but correct a faulty one, if any market dominance was to be obtained.

AN EXPERIMENTAL STORE

One of the first experiments of the company proved unusually successful. In order to get the retail angle on belt selling a temporary retail store was established at Asbury Park, N. J. On either side of the doorway were placed mirrors, facing the passersby, and carrying legends such as "Your clothes are no better than your belt," and "How does your belt look?"

These challenges took effect surprisingly. Men strolling past sheepishly stopped and examined their belts in the mirrors. Husbands and wives, passing together, suddenly developed a profound interest in the subject. The store did a rushing business among those who had discovered that their belts were considerably *passé* despite glittering buckles.

Satisfied that this was a forceful argument, the entire selling and advertising policy of the company was built around it. When a Braxton salesman exhibited a sample belt to a prospective dealer and the latter, as usual, first examined the buckle or clasp, the salesman gently took back the belt, removed the buckle and returned the leather portion to the dealer. Then he would talk about the "hang" of trousers, the ugliness of worn and curled belts that are frequently seen on men of refine-

The REAL Facts of the Rochester (N.Y.) Newspaper Situation

An Analysis of Answers Received from a Questionnaire Sent Out to 1,000 Rochester Democrat & Chronicle Readers

All the replies have not yet been received, but we believe a sufficient number have come in to indicate the final result. Here are the figures to date:

	Democrat & Chronicle	2nd Paper	3rd Paper	4th Paper
1. What newspaper in Rochester do you read?	383	247	25	48
2. Is it delivered at Deliv'd your home or purchased on the street?	372	101	18	31
	11	146	7	17
3. Do you read both a morning and evening newspaper?	279	240	25	48
Yes				
No	104	7		
4. Which paper do you consider most authentic for local and telegraphic news?	266	55	5	16
5. Which paper, in your opinion, has the most substantial class of circulation?	304	56		10
6. The most important of all—if I could only afford to advertise in one newspaper in your city, which paper would you recommend as being the leading newspaper and advertising medium?	344	30	1	

These questions were asked by an Advertising Counsel and not as coming from any Rochester paper or representative, so they are absolutely unbiased. It confirms what most advertisers and agents have always known, namely, that the DEMOCRAT & CHRONICLE is the newspaper in Rochester that pays advertisers.

Paul Block Inc.

Managers of Foreign Advertising

New York

Chicago

Boston

Detroit

POPULAR

Added in the six
issues of 1921

182

New
Display
Advertisers

MECHANICS

January	-	-	22
February	-	-	31
March	-	-	35
April	-	-	42
May	-	-	26
June	-	-	26
<hr/>			<hr/>
Total to date	-	182	

ment, and eventually get down to construction.

This method of approaching the belt question proved so effective that without the medium of jobbers, Braxton belts are stocked by more than eighteen hundred dealers to-day.

In advertising, the same theme was emphasized. One illustration showed simply a man's legs (enclosed in correctly hanging trousers) from the knee down—the belt not appearing at all. Another pictured a hole in a sock with the parallel drawn in the text between a sock hole and a dilapidated belt.

Even with a moderate advertising appropriation, Perkins-Campbell was able to arouse such great interest in belt style and refinement as to develop a large sale of its products in less than a year from the time the belts were put on the market on a large scale. One dealer in Pikeville, Ky., disposed of fifteen dozen in a year. A Cincinnati men's wear store sold fifteen hundred dollars' worth of them in a week. Surely the results justify the bold course which this manufacturer adopted.

If the public can be made to realize that there is a rational method of choosing among such standard and staple products as hinges, shovels, vises, bolts and ironing boards by means of advertising, why cannot buying habits be created for nails, bath-mats, window-glass, picture frames, pin-cushions, blotters, needles, and many other things which the public buys without conscious choice?

"Photo-Engravers Bill" Signed by Governor Miller

THE Meyer-Martin Bill, amending the New York Anti-trust Law so as to apply to all articles of commerce instead of merely to articles of "common use," was signed by Governor Nathan L. Miller on May 13. The bill was introduced in consequence of the agreement between the employing photo-engravers and the labor

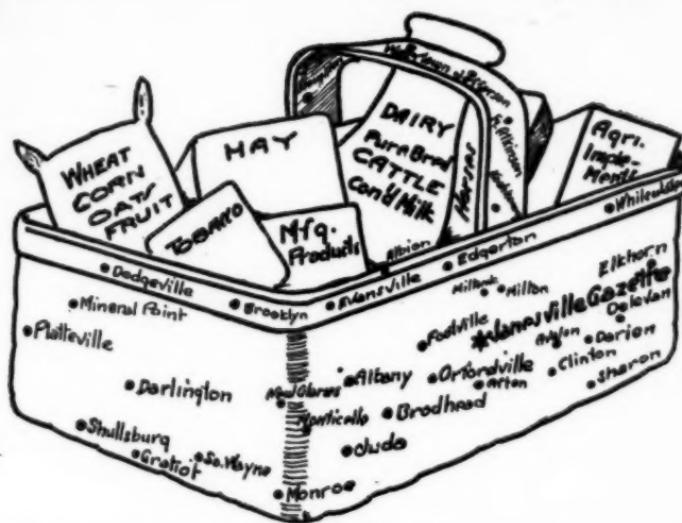
unions fixing the prices of photo-engravings, and the decisions of the New York courts that such an agreement was not unlawful because photo-engravings are not articles of "common use." In signing the bill the Governor declared that "that was precisely the sort of combination that should be prohibited, unless we are prepared to do away entirely with our anti-monopoly laws."

"It is claimed," said the Governor, "that photo-engraving is *sui generis* and that ruinous, cut-throat competition is the only alternative to combination in that business, but business men have learned generally that it pays to pursue a policy of 'live and let live' without resorting to unlawful combinations to create monopolies, and I see no reason why men engaged in the business of photo-engraving should not have learned that lesson, particularly in view of their experiences in the past as described to me.

"It is suggested that I appoint a voluntary commission to investigate and assurance is given that any abuses disclosed by such an investigation will be remedied. But though it has become trite to say that 'this is a Government of laws,' the statement will bear repeating. One of the great evils of the present day, in my judgment, is the tendency to create boards and commissions with the power to prescribe rules having the force of law, either because of the moral compulsion back of such rules or because the standard is sufficiently prescribed so that the delegation of legislative power is constitutionally valid. Manifestly that evil will be magnified by the creation of extra legal bodies to prescribe rules of conduct, for that substitutes personal government, government by discretion, for a government of law."

Joins Baltimore Office of Ruthrauff & Ryan

George W. Conover, recently with the F. J. Ross Co., New York, has joined the Baltimore office of Ruthrauff & Ryan, Inc., New York. Mr. Conover has also been with Frank Seaman, Inc., and Street & Finney, Inc., at New York.



JANESVILLE---The Market Basket of Southern Wisconsin

National advertising is on the increase in Janesville—advertisers and advertising agencies appreciate the quick, responsive market we cover and the high type of co-operation rendered by the Gazette's Service Department.

The market which may be reached daily through the Gazette, as indicated in the basket illustration, contains 80,000 people who are thrifty, industrious and well-to-do—the highest per capita bank de-

posits in the Middle West are held by Janesville banks.

The Manufactories in Janesville territory are so diversified and so essential that so-called periods of depression largely pass us by. Right now 90% of our industries are functioning.

Local stores of the best type report volume of sales as being in most instances equal to same period last year—remarkable but true.

Gazette co-operation is cheerfully given. We know our market thoroughly and can therefore advise and help you greatly—avail yourself of this service.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

"An Unusual Newspaper"

"Member of Wisconsin Daily League"

M. C. WATSON,
Eastern Representative,
286 Fifth Ave., New York City.

A. W. ALLEN,
Western Representative,
1386 Peoples Gas Bldg., Chicago.

PRINTERS' INK



"COLOROFFSET"
Advertising

CHICAGO SALES OFFICE
1420 STEGER BLDG.

CLEVELAND SALES OFFICE
721 ENGINEERS BLDG.

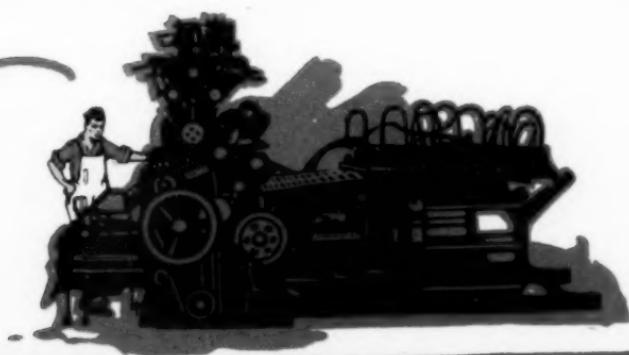
The spirit of the artist is interpreted to a remarkable degree by The Stubbs Offset Method, — note the absence of mechanical dot formation so apparent in plated paper mediums.

The STUBBS Co. *Offset printer*

PRINTERS' INK



COURTESY OF CADILLAC MOTOR CAR CO.



printers Detroit

Stubbs Offset Method rarely
costs more than ordinary print-
ing and frequently costs less.

BARBOUR'S *Advertising* RATE SHEETS

TO MAKE a contract, or place an order you must have a publisher's rate card or a BARBOUR'S ADVERTISING RATE SHEET.

It's just a question as to which method is the most complete and dependable.

Many space buyers know from experience that BARBOUR'S ADVERTISING RATE SHEETS is the only practical method of maintaining rate files and that therefore it is the most economical.

When you learn the real advantages of BARBOUR'S ADVERTISING RATE SHEETS you will maintain our service.

BARBOUR'S ADVERTISING RATE SHEETS
INCORPORATED
538 South Clark Street Chicago Ill USA

Dealer Helps That Don't Hinder

Sam Johnson Asks for the Kind That Reflects His Personality

By Roy Dickinson

I NEVER knew what butterflies I had to do with dealer helps until I talked to a dealer on Main Street last week. He was sitting back of the counter in his hardware store just after he had sold a fireless cooker to Mrs. Barstow of Evergreen Terrace, and was talking about the dealer helps which manufacturers sent him now. He told me about his new camp near a mountain lake, about an improved lawn mower he was trying his best to sell me, about butterflies and particularly about dealer helps.

Here is where the butterfly comes in. There is a certain kind of dealer help that is too much like a butterfly. One day when Sam Johnson (that's this dealer's name) was a boy he had a cocoon stuck up above the mantelpiece in the front parlor. One day along toward spring he heard a scratching, scuffling noise inside. He had been watching that cocoon all winter waiting for something to happen and the little noise was enough. He took the cocoon down, got a sharp penknife, cut a slit in the cocoon and helped out what should have been a butterfly. But what a disappointment! Instead of a butterfly it was a curious, blundering, misshapen beast that fluttered wildly once or twice around the room and then dropped over by the door—stone dead. He got too much help. He wasn't ready to come out yet.

It was the wrong kind of help. "It'd been a dog-gone sight better if I'd never tried, and that's the way some of the dealer helps I get impress me," said Sam.

"Here's the kind of stuff I mean," he went on, and brought out from behind his counter what looked to me like a beautifully done piece of high-class dealer material. But Sam thought otherwise.

"Wouldn't I look fine sending out this stuff to a bunch of people

that know me," he said. Then he read it aloud, together with a letter that was to go with it. It was a fine-looking blotter, with a picture of a beautiful lamp on it, and underneath was some mighty "highfalutin lang uage" (as he called it) about the delicacies of lighting and the beauty that came in a room from the right combination of color tones and its effect upon the people who lived in the house. The letter was of a similar nature and there was a place both on the card and on the letter for Sam's name—but he wasn't going to send it out.

"Too much like a butterfly" he put it. "That's the kind of help I mean when I say butterfly help," he continued. "Everybody in this town knows me. They know I'm a regular, upstanding guy. I'd rather go to a prizefight than a tea party any day. I've been in business here twenty years and everybody knows what I talk like and what I am like. A thing like this would hurt me a whole lot, so I put it away. But I sold the lamps—they were mighty good lamps—and here's how I sold them."

HIS OWN LETTER MOVED THE GOODS

After a few seconds he brought out a letter that he had written to a select list of his customers and he told me it had moved several of the lamps from his shelves into the customers' homes. The sentences were somewhat clumsy in construction. There were about three grammatical errors and two words were misspelled, but somehow it did sound like Sam, and I knew what he meant when he called the other "butterfly help."

I don't know whether Sam's case is very general or not, but I happen to think of the words of the advertising director of a big Western jobbing house: "People in the community know the retailer and they have confidence in



TOUGH DURABLE



WITHSTAND THE ELEMENTS

We lithograph or print NAPECO signs in any number of colors, reproducing packages and trade marks as well as plain designs.

We also lithograph and print Muslin Signs, Posters, Window Trims, Cut-outs and Paraffin Cards.

Mail us subject matter for your requirements and we will promptly prepare and submit a proposition that will be sure to interest you.

National Printing & Engraving Co.

Lithographers and Printers

New York, 134-140 W. 52nd St.
Chicago, 1590 Tribune Building
St. Louis, 646-650 Elm St.

what he says, but if he accepts the service of one of the finer houses and puts his name below the advertising without any comment, the people know it wasn't the retailer who wrote it. I have known houses that gave the same service to stores within a few miles of each other and the circulars of both stores went to the same house. To me a big concern whose service is charged for, which requires a whole lot of assistance from the merchant to make his copy individual, and which does not follow the same line for all stores has a definite place. But when the service is gratis, the same for all, and doesn't take any individual tone, it makes the merchant lazy. In the small store with which I am familiar the advertising department is made up of the window trimmer and the merchandise man, whether this latter is the general manager, the owner, or a man in charge of departments. Personally I like the idea of the individual buyers or owners writing their own advertisements. It gives a personality to each advertisement which no large advertising organization in some distant city could impart. We believe in supplying cuts of merchandise to our merchants with all our other dealer helps and then leaving it entirely to them to make their own arrangements—how they will lay out the copy, what they will write and what kind of dealer helps they are going to use. The best kind of dealer helps in my opinion are the ones which make the retail merchant think along his own line and which merely suggest a train of thought to him, and a method of procedure."

Sam Johnson, who runs a general store at Hohokus, will probably be discovered about now either waiting on customers, talking over the latest developments in the local political field or even writing an ad for tomorrow morning's "Eagle" on the top of a cracker box in the rear of his store. The salesman who comes in with a beautifully bound portfolio of wonderful-looking stuff with a

BOSTON IS THE RICHEST MARKET IN THE UNITED STATES

The deposited savings of the people of Metropolitan Boston amount to nearly \$600,000,000. There are 351,481 families, and the savings per family is \$7,-235.58. This is approximately six times the average savings of the people of the entire United States. Two out of every three people in Boston have savings accounts.

Metropolitan Boston

Banking Institutions have total deposits of over \$1,-240,400,000, and the total value of Boston's taxable property, according to the latest available figures, is \$2,543,169,288. In this rich district there are more than four thousand industrial plants with 766,521 hands. The total annual pay roll is \$345,401,056. This is the richest market in the entire United States.

More Money Paid to Purchase Americans Than All Other Evening Papers Combined

The Boston American is a 3c paper and every evening the people of Boston pay about \$8,700 for the Evening American. They pay approximately \$3,800 for the second (2c) paper, and about \$2,720 for the third (2c) paper. They, therefore, pay for their favorite evening newspaper \$2,200 more than others pay for both of the other two evening papers combined. To carry this into yearly figures means that Bostonians pay \$686,400 more for the American than for the other two evening papers combined. The American sells at 3c—the other two at 2c. This is conclusive evidence that American readers possess the maximum buying power in this richest market of the United States.

BOSTON AMERICAN



little place at the bottom for the dealer's name doesn't always catch a receptive audience.

Some time, Sam says, the year's advertising plans for one item out of the 600 that he carries in stock would leave room for nothing else in his store—not even a place for him to sit down once in a while. There are few retailers in the country who don't want to sell the goods that are easiest to sell and they know that well-advertised merchandise is half sold before it ever gets to the shelf, but they are asking more about signed contracts for real space and less about what the firm "is going to do for them." The dealers' book that leaves a lot to the dealer and tells exactly what the manufacturer is doing and is going to do on price this year will be more important than ever before. The manufacturer who is advertising his brand new price to the consumers all over the country wants Sam Johnson to be able to back him up when he sells the product over the counter.

A TYPICAL HELP THAT HINDERS

There is a certain kind of dealer help, so-called, which has always hindered. The treasurer of a big publishing house in the farm field was up in New York State a while ago and dropped in to see a certain retailer. The latter showed him a beautiful cut-out which had been prepared "in several colors. It showed a man riding on a bicycle with a golf bag over his shoulder. He had the happy smile of a captain of industry who, after a hard day at the ticker, jumps into his Rolls-Royce and tells James to make full speed to the nearest place where men can hit the little white pill with bitterness and dexterity. Only this man on his way to the golf links was using a bicycle. It was a fine looking cut-out, the only trouble being, as the dealer pointed out, that there wasn't a golf course within twenty-seven miles of his place, and as far he was able to find out there never would be.

But the dealer helps that hinder, or don't really represent, the "butterfly" kind, are becoming less in

OCCASIONALLY you meet a person whose voice is perfectly modulated to the tone of the discussion, whose diction is carefully tuned to the issue, whose inflection serves to stress each point of real importance. Correctness in speech still commands attention, despite all the arguments in behalf of slang's expressiveness. Type can match the purist's syllable for syllable; and in advertising certain classes of merchandise and service it must—to be effective. Printed matter produced by **HURST & HURST** is of the better quality. The slight difference in the cost is completely dwarfed by the great difference in sales and inquiries.

HURST & HURST INC

Printers of Better Advertising

357 WEST 36TH ST. • NY
LONGACRE 2440



Oakland Tribune HOME EDITION

Oakland, California

¶ The fastest growing manufacturing city on the Pacific Coast as shown by industrial statistics.

¶ Its bountiful payrolls mean big consumers.

¶ Big consumers mean increased consumption.

¶ Increased consumption means large demand.

¶ Large demand means greater sales.

You should include this attractive consumer market in all advertising campaigns. California. Oakland is particularly responsive to the advertising appeal.



UNDERWEAR
HOSIERY
Underwear
HOSIERY
Underwear
HOSIERY
UNDERWEAR

Underwear & Hosiery Review

NEW YORK

evidence. Advertisers in all lines of industry are discovering new and better methods of reaching the dealer with some real help this year than they ever did before. The old idea of forcing the dealer to do as the manufacturer says has gone into the limbo of forgotten things. Telling him often about new prices and new conditions through the pages of his own publications and by direct mail from the factory, giving him the kind of help that is really a help and not a hindrance, is proving profitable to everybody.

There are complete advertising campaigns, especially in the electrical industry, with plenty of room for the dealer to use his ingenuity, instead of a little bit of a place to stick his own name. Car cards, window trims, newspaper advertisements, stickers for his packages, direct literature to send to lists of customers, all are merely suggestions. The dealer is impressed with one fact: that it doesn't make much difference what kind of advertising he thinks is best in his own locality for his own use, so long as he keeps plugging along some one definite line and keeps advertising all the time. The retailer and his clerk, the most important part of the manufacturer's sales organization, are looking for the kind of help that will put them before the people they serve in a way that won't make them ridiculous. They want the kind of help that gives them some chance to use their own ingenuity and knowledge of local conditions, and they are more interested in dealer helps that don't hinder than they ever were before. When this kind of help comes along the dealer will complete the true circle of advertising influence, by representing the manufacturer correctly, and doing a lot of good aggressive advertising, truly reflecting his own personality, on his own account, in his own town.

Leaves Harley-Davidson Motor Co.

E. J. Mueller has resigned as domestic sales manager of the Harley-Davidson Motor Co., Milwaukee.



Maps Made to Order

No matter what kind of a special map you want—
RAND McNALLY can make it!

Perhaps it is a map showing only the cities with a population over 25,000. Or a map showing only the railroads of the country, or the oil fields, or the Federal Reserve Banks. Or perhaps it is a map system visualizing your sales, your dealers, your service.

Whatever it is, **RAND McNALLY** can make it!

Here at *Map Headquarters* we make thousands of special maps every year. The value of these maps is far greater than their cost. Because—there is no better way to visualize than through the use of maps. They live! They breathe! They give you life-like portraits of every territory covered.

The next time you "wish you had a map"—write a brief note to **RAND McNALLY & COMPANY** describing your needs. We've been making maps for more than half a century. We have made maps for practically every business under the sun. The value of our experience is yours for the asking.

RAND McNALLY & COMPANY *Map Headquarters*

536 S. CLARK STREET, CHICAGO

42 E. 22ND STREET, NEW YORK

WRITE AND TELL US WHAT KIND OF A MAP YOU NEED

HONEST CIRCULATION METHODS

Produce Honest Circulation—the only kind of service that has a dollar-for-dollar value to advertisers.

The circulation methods of the News League papers will bear the closest scrutiny and stand up under the most exacting investigation.

- When you place News League papers on your list you provide a compact service for your advertising within Dayton and Springfield territory you cannot otherwise secure.

News League papers sell space on a guaranteed circulation basis.

News League of Ohio
Dayton, Ohio

New York—I. A. KLEIN, Metropolitan Tower
Chicago—GLASS & IRVIN, Wrigley Building

How Agency Executive Indexes "Printers' Ink"

THE H. K. McCANN COMPANY
LIMITED
TORONTO.

Editor of Printers' Ink:

Thank you very much for your kindness in sending me the reference list of articles on good-will which have appeared in *PRINTERS' INK*.

The index to which I referred in my request is a private one. It usually works pretty well for my own needs, but I do not suppose it would be worth much to anyone else.

I started my index some six years ago by first making three general classifications of articles. These three were: Publication advertising, direct mail advertising and dealer helps. Each of these three were then divided into some fourteen sub-divisions, according to product. Sub-divisions were: Food products, farm tractors, automobiles, men's toilet articles, women's toilet articles, etc.

I at no time attempted to index all of the articles in any issue. When I saw an article that appealed to me because of some particular style or some particular thing which it covered, I made out a little card giving the title of the article, the page and the issue in which it appeared and just a few comments indicating how the article had appealed to me when I read it. These cards were then filed in one of the forty-two divisions mentioned above.

Later, I started special divisions on many other subjects. For example, I have one on trade-marks. I have another on language (in this one I keep references to articles written in an extreme, or peculiar style). I have a classification on war talk, classification on peace talk and several others which would probably be confusing rather than helpful to anybody but myself.

I have altogether in my file probably between 2,500 and 3,000 references to articles in *PRINTERS' INK*.

I know the above will serve no good general purpose, but it will give you an idea of just what my index is like and, in view of your splendid and complete reply to my inquiry, I think this is the very least I can do.

THE H. K. McCANN COMPANY, LIMITED.
L. J. CUNNIFF,
Vice-President

No Need for Dealer Helps Here

A drug store, perhaps it really should be called a pharmacy, has been established in Detroit, which will be devoted exclusively to prescriptions. This drug store, known as the Par Ex Pharmacy, is owned and operated by the People's Drug Company. It is reported that this old-time drug store will have a messenger service that will call for and deliver prescriptions. It is also reported that all packages will have the prices charged marked on labels so that the customers will be convinced that uniform prices prevail.



DAY & NIGHT

Advertising Printing For Speed and Economy Should Be in Operation Day and Night . . .

No Overtime Charges:

This shop has billed no regular overtime charges in 24 months.

Lower Overhead:

Using equipment 16 hours a day instead of 8 hours cuts overhead costs to the bone.

Quick Proofs:

Much copy regularly comes in at 5:30 in the evening. Proofs go out at 9 in the morning.

Rapid Presswork:

Fine advertising printing is put through on magazine schedule.

And Quality:

The Advertising, Catalog and House Organ Work going through this plant daily is forceful in character and stamped with the mark of quality.

*Advertising Managers
and Buyers Kindly Note*

VREELAND PRESS, Inc.

Telephone, *Fitz Roy 1626*
344 West Thirty-eighth Street
New York City

A. The
B. Providence
C. News A.
P.

Guarantees 21,000 Average Daily
Net Paid for the Current
Audit Period.

**Second Largest Daily Volume of
Providence Display Advertising.**

Second Largest Volume of Classified Advertising.

And Only Three Years Old!

Knitted Outerwear

Sweater News
and
Knitted Outerwear
321 Broadway New York

Taylor Society Holding Spring Meeting

The spring meeting of the Taylor Society, a society which was formed to promote the science and art of administration and management, started May 19 at Cleveland, O., and will continue until May 21.

At the opening session, after an address of welcome by Alexander C. Brown, president of the Cleveland Chamber of Commerce, the attention of the delegates will be given to a discussion of methods of compensation for salesmen. This discussion will be led by C. K. Woodbridge, sales manager of the Dictaphone, Columbia Graphophone Co., New York.

This subject will also be discussed by Charles J. Crockett, sales manager of the American Lady Corset Co., Detroit; Harry R. Tosdal, assistant professor of marketing, Harvard Graduate School of Business Administration, and W. C. Dunlap of the American Multigraph Co., New York.

In the afternoon session Carl Snyder, statistician of the Federal Reserve Bank, New York, will make an address on "The Value of an Index Number of Physical Production to Administrator and Manager."

Two sessions will be held on May 20. Both of these meetings will be devoted to the intensive study of a scientific management plant, the Clothcraft Shops of the Joseph and Feiss Co.

On Saturday a "Personnel Administration" session and an "Industrial Relations" meeting will be held.

Department of Commerce to Make Monthly Price Survey

Secretary of Commerce Hoover has announced that his department will endeavor, through the Census Bureau and Bureau of Foreign and Domestic Commerce, to make a survey of wholesale and retail prices monthly.

"We will gradually develop a combination of effort, the idea being to focus the cost of living statistics at one point, thus making the figures more accurate rather than under the plan pursued of bi-annual figures by the Bureau of Labor Statistics," the secretary said.

The Department of Commerce, in order to get these statistics accurately and timely, will have agents directly in the field, interviewing both retailers, wholesalers and manufacturers as to prices, rather than through printed and mailed questionnaires, as was the practice pursued by the Division of Labor Statistics, the secretary also said.

The Lockwood-Shackelford Company, Los Angeles, has secured the account of Sierra Ginger Ale. A newspaper campaign is now in preparation.

W. J. Curley, formerly with the San Francisco office of the Dake-Johonet Agency, has recently joined the staff of the San Francisco office of the Lockwood-Shackelford Company.



Falcons of Business

The advertising sign retrieves the buyers stirred up by printed publicity.

It carries its message to the most vital point of the sales organization—the point of sale. Speaking for you there, it will put the selling punch into your advertising by reviving the buying impulse.

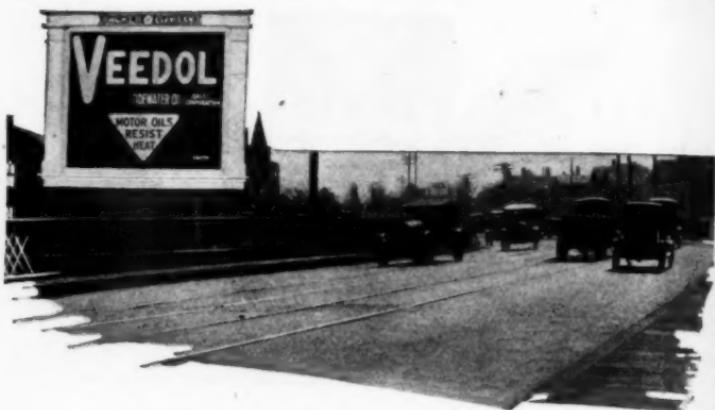
All advertising signs will do this temporarily—one kind will do it *permanently*. Attractive, colorful "Ing-Rich" Signs of enduring mineral porcelain (fused into steel) have for years aided the sales of a great number of the most famous American products. Why not yours?

Free sketch and prices. No obligation.

INGRAM-RICHARDSON MFG. CO., College Hill, Beaver Falls, Pa.

ING-RICH
 PORCELAIN ENAMELED IRON
SIGNS
*Fadeless Publicity in
 Everlasting Porcelain*

May 19, 1921



The High Sign

You have to put oil into a motorist's brain before he will put it in his motor.

Packer of Cleveland is helping The Tidewater Oil Sales Corporation to do just that. *Veedol* Motor Oil resists heat—and Packer is responsible for the high sign that fixes that fact in the motorist's mind. The high sign shown in the photograph is one of several located at strategic motoring points in Cleveland.

If you are planning to advertise in Cleveland, you will find that Packer can display your message where it will reach the people you want to sell.

*Let Packer help to give your business
the high sign of prosperity*

PACKER OF CLEVELAND

"Ask the Man Who Knows Cleveland"

Washington Independent Grocers Advertise

"D. G. S." is the new high sign of the times in the Washington, D. C., grocery field. These letters recently appeared in a teaser campaign in the Washington newspapers, and on April 22 the secret was revealed by the publication of the first advertisement of the District Grocery Society, an organization of independent dealers.

The prime object is co-operative buying in large volume, and consequent lowering of prices to the public. Co-operative advertising enables the neighborhood grocer to get his message to his customers as prominently and effectively as his most powerful competitors—something he has been unable to do in the past. Other purposes of the organization are the development of more efficient merchandising and improved methods of displaying and handling food products. The idea is to make every D. G. S. store a model establishment in sanitary features as well as price advantages.

Membership in the local body is confined to members of the American Grocers' Society, a national organization engaged in packing and distributing grocery staples under the "A. G. S. brand."

The District Grocery Society is the outgrowth of local conditions in the trade, and not merely a branch of the national body. It maintains its own co-operative buying staff for perishable products, such as meats, vegetables, butter and fruits, and handles the products of all manufacturers. Each store is furnished with a glass window sign bearing the words "Member of District Grocery Society"—which title, by the way, is also paraphrased in the slogan "Daily Grocery Savings."

The advertising consists of a weekly price bulletin published every Friday, every price holding good for one week after publication. The advertised items are necessarily confined to staples, but

standardized prices on perishable goods are also maintained from day to day. One advertisement serves the entire membership, and because of highly-perfected internal machinery, each member is always supplied with every advertised article, in proportion to his outlet.

Strict standards of quality, sanitary features, and business ethics have been established. The society maintains a rigid inspection service, which "polices" the membership, fully empowered to enforce its rulings if necessary. Only fresh, wholesome food products are permissible in any D. G. S. store. A weekly meeting of the board of managers not only transacts routine business, but discusses and introduces improvements in operation.

Aside from fulfilling his obligations to the society as regards standardized prices, quality goods and sanitary conditions, each member retains his entire independence of operation.

One feature of the collective buying plan is the elimination of waste after the goods are bought as well as before. No member has to overstock in order to get the benefit of a shaving of price.

G. R. Hooks Leaves "The Progressive Farmer"

After six years with *The Progressive Farmer*, Birmingham, Ala., spent in a number of its different offices, George R. Hooks has resigned to become advertising manager of *The Semi-Weekly Farm Express*, of San Antonio, Tex.

Buffalo "Courier" Appoints Lorenzen & Thompson

Lorenzen & Thompson, Inc., New York and Chicago, publishers' representative, has been appointed to represent the Buffalo, N. Y., *Courier*, *Enquirer* and *Sunday Courier* in the national field.

The first issue of an illustrated monthly magazine which will have the title of *The Illustrated Erie Chronicle*, has recently appeared. The new publication is published at Erie, Pa., by Tom Sterrett and L. G. Meyer.

Roy Dickey has left Critchfield & Company, Chicago advertising agency, to become chief of the copy staff of Henri, Hurst & McDonald, of that city.

To

Manufacturers who are already too big to employ a small man,—but not yet large enough to indulge in the overhead of a great advertising machine.

Right now could not a man qualified because of *breadth* of experience help you to more successfully meet the marketing conditions of to-day? Should not a man with a successful record in many phases of advertising and selling and in widely different marketing problems have a kind of ability likely to be very valuable in helping you to use your investment in advertising and sales effort in the most economical and effective ways?

Fourteen years:—as salesman, in specialty, general merchandise and machinery lines; in small advertising agency, planning campaigns, writing copy, supervising all other work, retail, industrial, financial and professional service accounts; sales organizer and trainer; service, advertising and sales promotion manager, publishing, retail and machinery fields. Trained in market research, investigation and analysis. Six years pioneering American and British products in British Colonies south of the Line.

American, farm bred, 36, married. Now doing sales-promotional organization work in steel industry. Contract about completed and desire change account local living conditions.

Have been said to excel as an organizer and to have sound marketing knowledge and resourcefulness, —plus the ability to make sales-advertising dollars work overtime. Can get co-operation of others, work with and help to make more effective your present organization. Seek permanent connection and prefer technical or, at least, mechanical field. Full details to executives.

"H. B.," Box 253, Printers' Ink.

**Market Investigation
—Sales Promotion—Sales
Advertising.**

Jewelry Trade Welcomes "Printers' Ink" Model Statute

Honest Representation of Values the Foundation of Successful Business—Jewelers Urged to Support the Passage of the Law in Every State

[From *The Jewelers' Circular*]

OWING to the action of Governor Miller of New York last week, the Empire State is to take its place among those that have laws against fraudulent advertising that can be properly enforced, the Governor having Wednesday signed the Betts Bill, amending the penal law in relation to untrue and misleading advertisements. This law, as passed by the State legislature, is the same as the bill commonly known as the "PRINTERS' INK Model Advertising Law" that had already been passed in twenty-three of the leading States of the Union and in many of which it has already been found effective in suppressing fraudulent advertisements and announcements. The news that New York had become the twenty-fourth State to have an advertising law "with teeth" was received with distinct interest and pleasure by publishers and advertisers alike and especially by members of the jewelry trade.

Although New York State was the first in which a law against fraudulent and misleading advertisements was agitated and its legislature one of the first to put such a bill on the statute books, the laws of the past have never been adequate to meet the conditions which they were supposed to remedy. True, some convictions have been obtained in the past under charges of fraudulent advertising, but there were always stumbling blocks for the prosecution as a result of the language used in the statute, which in many cases made the conviction of a swindler so difficult that both complainants and district attorneys were discouraged from taking action against many people whose practices they felt were intended

COVERS ITS FIELD COMPLETELY

LOS ANGELES
EVENING HERALD

*In the greatest homebuilding city of America—
 which is Los Angeles—The Evening Herald
 goes into the homes, and as fast as
 homes are built, its circulation grows*

Los Angeles is the largest city in the West. Its growth has been unprecedented among American cities.

THE EVENING HERALD of Los Angeles is that city's greatest newspaper; moreover, it has the largest daily circulation of **any newspaper in the West**.

THE EVENING HERALD GROWS JUST LIKE LOS ANGELES

The government census credited the city with a population of 576,673 in 1920. At the previous federal census of 1910 the city had 319,198 population. The increase in a decade was over a quarter million.

The Evening Herald is the youngest newspaper in Los Angeles. Yet it has grown to an average daily circulation of 143,067, as attested by the government statement on April 1, 1921, and actually has more circulation by nearly forty thousand than both of its afternoon competitors, the Express and Record, combined. The exact figures are:

Evening Herald, 143,067; Express, 60,967; Record, 43,477

The city of Los Angeles has now an estimated population of approximately 700,000—having grown 100,000 in the year past—and this means that it is a city of about 140,000 homes.

The Evening Herald circulation is the most concentrated of any large newspaper in the United States. Of its circulation daily 138,222 copies go into the homes of Los Angeles and immediate vicinity—that is 97 per cent.

Practically every home in Los Angeles is supplied every week-day with a copy of The Evening Herald.

This proves that the circulation of this one newspaper is efficient to cover the field of Los Angeles completely, and that the foreign advertiser needs but one medium to reach every prospective buyer of goods in Los Angeles territory.

The advertising rates of The Evening Herald are lower per inch of space and per thousand of circulation than rival papers. Advertising in The Evening Herald is a sound investment. Experts so advise.

**THE EVENING HERALD
 LOS ANGELES, CAL.**

Chicago Representative
 G. LOGAN PAYNE CO.
 432 Marquette Bldg.

New York Representative
 H. W. MOLONEY
 604 Times Bldg.



THE AMERICAN WEEKLY

takes pleasure in
announcing the
appointment of

MR. FRANK L. E. GAUSS
as
Western Manager

The American Weekly

Three Million Families Read the American Weekly.

"If you want to see the color of their money use color." —A. J. K.
A. J. KOBLER, Manager, 1834 Broadway, New York City
Western Office, Hearst Building, Chicago

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to come within the scope of the legislation. The great difficulty in the past has existed in the incorporation of the word "*knowingly*" in the statute, and this is one of the essential changes that has been made in the law by the Betts Bill signed by Governor Miller.

One of the advantages that will come to the business world as a result of the passage of the new statute in New York lies in the fact that its language is practically identical with that of similar statutes in twenty-three other States, giving a uniformity that will permit a campaign for *general* prosecution against advertising frauds perpetrated in interstate commerce despite the fact that we have no national law on the subject. The credit for the passing of this and the other statutes must in great part be given the publication PRINTERS' INK, after which the model statute was named and which for ten years has been endeavoring to get the various States of the country to enact this uniform law to deal with the frauds who mislead their product through advertising of any kind. That New York State was so long out of the fold has in the past been greatly deplored because it gave an advantage to the fraudulent advertisers within the boundaries of this great commonwealth that was not afforded to those in other sections of the country. But this condition has apparently been remedied and there is no reason now why the fraudulent advertiser, no matter of what description, cannot be suppressed because the States that have no such statutes represent but a small part of the possible market for any product.

It is to the credit of the jewelry trade that as an industry it was one of the first to take up the subject of legislation against fraudulent advertising and to work through its members and its organizations for the enactment of such statutes and for their enforcement after enactment. Jewelers, as a class, realize that honesty is the foundation of their business and that any condition which permits deception of the

What's Coming?

Has the liquidation run its course or may we expect a continuance?

What industries will be the first to start aggressive selling campaigns?

What territories will offer the best sales opportunities?

Babson's Reports

Special Barometer letter, Industries Bulletin and Seller's Bulletin give the unbiased facts on the present situation. Each one contains information of vital importance to every manufacturer, publisher and advertising agent. These bulletins tell you what's ahead and permits you to lay your plans accordingly.

Report on Request

These Bulletins and booklet are available for distribution to interested executives, gratis.

Tear out the Memo—now—and hand it to your secretary when you dictate the morning's mail.

Merely Ask for Bulletin S 55

Roger W. Babson's Statistical Organization

Wellesley Hills, 82, Mass.
(Suburb of Boston)

The Largest Organization of Its Character in the World

----- Clip Off Here -----

Memo for Your Secretary

Write Roger W. Babson, founder of The Babson Statistical Organization, Wellesley Hills, 82, Mass., as follows: Please send a copy of Special Bulletin No. S 55 and Booklet, "Increasing Net Profits"—gratis.

Legal Co-Operation Among Competitors for the Promotion of Trade

Co-operation among competitors along legitimate lines is engaging the earnest thought of men in all industries to-day.

The Moore Institute

maintains a complete organization for directing the co-operative activities of competing manufacturers along practical and safe lines.

(Organized in 1919 under the direction of Mr. Arthur J. Eddy)

Correspondence Confidential
References Exchanged

THE MOORE INSTITUTE of Industrial Associations

208 S. LA SALLE ST., CHICAGO

Copy Man Wanted

An Agency in Southern Ohio can use a real copy and plan man.

He must have a record of successful Agency experience.

His work will include magazine, newspaper and direct mail advertising. Some mail order experience will help.

Plenty of opportunity. Plenty of freedom.

Samples of work will be promptly returned.

Tell your whole story in first letter, including salary expected.

Address "N. A." Box 160, care of Printers' Ink.

public strikes a vital blow on their industry as a whole. It was on the suggestion of the jewelers that the first attempt at advertising legislation in the way of a bill by the then Senator Guy of New York was introduced about a quarter of a century ago and from that time on they have been lined up behind every measure in this and other States that would help to bring to justice the man who misstates the quantity or quality of his product either by marking, stamping or advertising. It is, therefore, owing to the general interest of the trade in the subject that we publish the full text of the Betts Bill or PRINTERS' INK Model Statute, and we hope that the members of our trade in States wherein such legislation has not already been enacted will do their utmost to see that such a measure is introduced in their legislatures and support it heartily until it is passed.

Sample Men's Association Meeting

The annual convention of the National Sample Men's Association started at Chicago on May 19 and will continue until May 21. The meetings are being held at Hotel Morrison. Exhibits showing some of the latest and best ideas in sampling, including cards, photographs, swatches, illustrated price books, etc., were placed before the meeting.

The general programme for all of the meetings calls for a discussion of obtaining greater efficiency and economy in sampling and selling to retail merchants, particularly in the lines of dry goods, notions, furnishings and ready-to-wear.

Edward J. Welsh with Hudson Motor Co.

Edward J. Welsh, who was recently with the Goodyear Tire and Rubber Company, at Akron, O., as assistant advertising manager in charge of the copy division, is now engaged in advertising work for the Hudson Motor Car Company at Detroit.

J. F. Downey Goes with Cleveland Agency

John F. Downey, formerly with the Chicago office of *The Farm Journal* and with the Ostenrieder advertising agency in that city, has become connected with the Sweeney & James Co., Inc., Cleveland advertising agency.

ADVERTISING

is good for many kinds of businesses; we think it is best for those businesses which have succeeded—and could continue to succeed—without it. . . . The business built primarily on advertising tends to put an unfair burden thereon. Too often the manufacturer asks that advertising take the place of the normal repeat-value every product should have, or that it take the place of proper sales effort. . . . The business that is successful without advertising, on the other hand, discovers in it an immense benefit, and gets the full value therefrom. Because, for such a business, advertising functions fully in its normal capacity as a sales-aid.

We are particularly qualified, from experience and the nature of our organization, to serve such businesses with merchandising counsel and advertising

**The John H. Dunham
Company. *Advertising***

Wrigley Building, Chicago

Los Angeles Times

First

In America

(With a Million Lines to Spare)

National Leaders in Advertising
Lineage for First Quarter 1921

(From *New York Post's Statistical Reports*)

LOS ANGELES TIMES 6,565,720	
Detroit News	5,497,548
Chicago Tribune	5,479,122
Chicago News	5,407,426
New York Times.....	5,156,300
Washington Star	5,103,156
St. Louis Post-Dispatch....	4,739,560
Columbus Dispatch	4,427,200
Cleveland Plain Dealer....	4,286,625
Philadelphia Inquirer.....	4,103,475
Indianapolis News.....	4,009,167

But more remarkable is The Times' position as **First in Southern California with more "local display" advertising than the "total" lineage in next nearest newspaper.**

Whenever conditions make it necessary for business men to advertise for results, a stampede sets in for The Times. This is because the inhabitants of Southern California know The Times carries the advertising; they read its brilliant advertising pages as a matter of voluntary interest; and the more "price" figures into buying, the more people turn to the great market-place for guidance. The combination of a wonderful market and a newspaper that covers it single-handedly is what accounts for six and a half million lines in a period of 90 days.

Dependable merchandising information furnished on request.

The Los Angeles Times

Eastern Representatives: Williams, Lawrence & Cresmer Co.,
Harris Trust Bldg., Chicago—225 Fifth Ave., New York.

The Penney Store Stock Plan for Managers

MT. VERNON, ILL., MAY 2, 1921.
Editor of Printers' Ink:

We would like to know in what way, and what kind of stock does J. C. Penney Company issue to their managers, and how are their profits paid at the end of the year. I have read the articles about the Penney Stores in your papers, but I have never seen this subject touched. If there are any books which tell how employees are paid shares of the profit in stock, kindly give us the names of the books, as we are anticipating putting such a system in our chain stores.

CARP AND COMPANY.

THE Penney method of issuing stock to their managers and paying profits at the end of the year is as follows:

After a man, in the judgment of the management, has made good as a manager of one of the stores, and is entitled to an interest in it, he is sold a one-third interest in classified common stock. The stock in each separate store has a different classification, the stock of store number 325, for example, being numbered differently from any other store in the chain.

If the individual has funds for the payment of the stock at the time of purchase, his money is accepted in full payment, and the classified stock delivered to him. If he does not have the means for paying for the stock at the time of purchase the parent company takes his note and holds his stock as collateral until full payment is made. The manager is allowed to make payments either from his savings or from the profit of the particular store in which he is interested. If the profits of this store are satisfactory and its financial condition warrants a dividend, a common stock dividend is declared, the new stockholder getting his proportionate share. If he still owes for the stock he endorses the dividend back to the company to apply on his note.

No dividend is declared on the classified stock of any store unless it has funds on hand sufficient to warrant such dividend. A sepa-

YOUR CHANCE

HERE is a chance for one or two men to buy an old specialized publishing and mail-order house whose name is a household word in every state in the Union. Present business better than \$300,000 a year and possibility of unlimited expansion. Offices in New York and Chicago.

Your investment to remain in the business. Present owner (retiring) will take Preferred Stock in payment from responsible party, or parties. Earnings last year, 11% on sales. Trade losses trifling, reputation the highest. Many employes from 10 to 30 years.

Unusual opportunity for man with publishing or advertising experience. Don't answer unless you have, or can control, \$50,000.

"G. O. E." Box 258,
care of Printers' Ink, 120
S. Michigan Ave., Chicago.

Do You Want New York Distribution for a Food Product?

A recognized distributor with an established trade in New York and other Eastern States is in the market for one more food product, the manufacturers of which desire distribution through Grocery Jobbers and Chain Stores.

The product must stand all the tests of competition, and be one that can be made into a popular and profitable seller. Either a canned or bottled food is desired.

The distributor seeking this line now has an established business in the Eastern territory, obtaining maximum distribution for the products his organization now handles.

This announcement represents a fine opportunity for some manufacturer or grower with confidence in his product to sell his goods in a particularly fertile market.

It is our desire to deal only with principals.

For details address
"Food," Box 255, P. I.

rate set of books is kept for each store in the big chain, and in this way the profits of each classification of stock are known and can be compared.

The plan of issuing separate classified stock for each store thus keeps every manager on his toes, gives a good basis for comparison, and allows each new manager to keep a one-third interest in the store which he runs.—[Ed. PRINTERS' INK.]

How P. I. Monthly Helps Advertising Agents

JOHNSON-DALLIS COMPANY

ATLANTA, GA., MAY 5, 1921.

Editor of PRINTERS' INK:

Printers' Ink Monthly for May has just reached my desk, and I am confronted with the dilemma of sending one copy to three clients.

It can't be done.

Won't you please send me three extra copies of your May issue under separate cover, and enter our subscription for two additional copies for one year, so that I can have additional copies for use each month?

For instance: We have a splendid overall account that I want to read about the Sweet-Orr Consumers' Contest.

We also have a soft-drink account that will be interested in the "\$3,000 Picture to Sell a Five Cent Drink," and still another Public Service Corporation that will be interested in "When Customers Take You for Granted."

I find that we can do exceptionally good solicitation by calling to the attention of our clients what the other fellow is doing.

JOHNSON-DALLIS CO.,
ERNEST E. DALLIS,
President and Treasurer.

New Accounts with Coutlee Agency

The Oil & Grease Co. of America, Brooklyn, N. Y., maker of "Reliance" motor oils; and Arthur R. Bell & Co., stationers and printers, New York, have placed their accounts with the Douglas Wakefield Coutlee, Inc., New York.

Model Statute Before Florida Legislature

The PRINTERS' INK Model Statute has again been introduced in the Florida Legislature. Representative F. O. Miller is the sponsor of the bill, which has been passed unanimously by the lower house.

J. H. Hodgins has been appointed publicity manager of the Union Bank of Canada, Winnipeg. Mr. Hodgins has been with this bank for the last two years.



*Another
booklet
bound in
INTERLAKEN*

Printed by the Palmer Journal Press
of Palmer, Mass.
Bound by W. J. Eldred
of Springfield, Mass.

"The Industrial Building Book," published by the Flynn Building and Construction Co., of Palmer, Mass., is bound in INTERLAKEN. This booklet affords men engaged in industrial building projects a collection of plans and recommendations based on broad construction experience. The subject matter is worthy of a firm like the Flynn Building and Construction Co., and it is bound in a book cloth of befitting taste and dignity.

—INTERLAKEN.

WHEN a business man receives a booklet or catalog bound in cloth, he feels *obligated* to give it careful consideration.

Our cloth-bound booklet, "Getting Your Booklet Across," is a complete explanation of the economy and selling influence of book cloth bindings. Let us send you a copy.

INTERLAKEN MILLS, Providence, R. I.

Interlaken
Book Cloth *The
standard
since 1885*



By friendly agreement,
on May 16th, Wilfred O.
Floing withdraws from
the Charles Daniel Frey
Company and resumes
the conduct of his inde-
pendent organization.

*Wilfred O. Floing
Charles Daniel Frey*

CHARLES DANIEL FREY COMPANY · WILFRED O. FLOING COMPANY
MONROE BUILDING FLATIRON BUILDING 1316 GARLAND BUILDING
CHICAGO NEW YORK CHICAGO

Advertiser Shows Retailers How to Do Business in Off Months

(Continued from page 8)

business management required to conduct such an enterprise profitably. The idea back of these manuals is that a dealer cannot reach his quota unless he is first of all a good business man. That is a wholly practical and commonsense way of approaching the task.

From the sales executive's viewpoint, perhaps the most interesting book in the course is one given up to "reaching your prospects." This manual tells of all of the conventional methods of going out after prospects, but it stresses particularly the advantages of scientific follow-up. The United States Tire Company has devised a follow-up card for its dealers. It provides for an automatic follow-up of the tire buyer. It lists his name and address, the make of his car, size of tires and the kind he is using. It also supplies space for information on the estimated life of present tires, when the motorist should be ready to buy again, what he bought last and the quantity. The dealer is also supposed to find out what the car is used for—business, delivery, rural transportation or what.

STRENGTHENING DEALERS' FOLLOW-UP

In telling the dealer the advantages of using this card the company says:

"The success you derive from this system depends, of course, on the enthusiasm and conscientious work you put into it. Like any sound idea, it makes money for you only when you put it to work.

"Let us first consider the use of the card as a follow-up on one of your customers.

"Frank Smith has seen your ad in the local paper and comes into your store on March 20 to buy two 32x4 Royal Cords for the rear wheels of his five-passenger touring car. It takes most casual inquiries to find that in his capacity as a live-stock buyer he travels

on an average of seventy-five miles a day, six days a week; that he has to make some bad country roads on his trips; that he has two Competitor Cords on his front wheels that have gone 5,000 miles.

"With this information in your possession you can readily fill out one of the follow-up cards.

"Now, you know that if Smith's front tires go for 3,000 more miles, he probably won't ask an adjustment from the man who sold them to him, or that if he does, he may not succeed. You also know that at the rate of 450 miles a week it will take him only a little more than six weeks to complete the remainder of the 8,000 miles. So you file the card to come up for attention on May 1, approximately six weeks after Smith's visit to your store.

"Of course it may develop that Smith's two front tires are in fair condition at 8,000 miles, but he's reasonably sure to be thinking about replacement at that stage. Several weeks before you think he'll want tires he should receive a letter from you inquiring about the two tires you sold him and 'incidentally' reminding him that you want to place two United States tires on his front wheels as soon as he is ready for them. After this letter he should be 'followed' at regular intervals with folders and other United States tire literature which we have prepared for your use.

"Modifications of the foregoing procedure can be carried out in the case of prospects who have never purchased at your store. One of the methods of getting the desired information indirectly that has proved highly successful is the checking of parked cars that carry tires nearly worn out. With the aid of a registration book it is an easy matter to obtain the name and address of the car owner. Obviously, most of the remaining information necessary to fill out the card is derived from observation of the car and the tires in use. You don't have to close up your store to take a half-day off to get this information. Instruct your employees to take a few

**A Successful and
Thoroughly Practical
ROTOGRAVURE
MANAGER
IS LOOKING FOR WORK**

This man is now at the head of one of the largest rotogravure plants in the country, doing a magazine publishing, newspaper supplement and general job business, with a national reputation for quality.

This man has a thoroughly practical knowledge of the process gained from experience and an equally practical knowledge of the publishing business gained in the same way. He can refer to any member of his organization regarding his integrity and business ability—from employer to office boy—and his reasons for desiring to make a change will bear the closest investigation.

If there is (and there is) a rotogravure plant where the product is not up to the mark and is uncertain and seems unnecessarily expensive and wasteful, this man might be just the right answer to the situation.

Address "M. L." Box 257,
care of Printers' Ink.

notes when they are out to lunch or whenever they are out on the street. You'll be surprised how your list will grow."

After this the manual launches into a few instructive pages on the elements of good salesmanship, under these heads:

1. Advertising and Window Trims;
2. Courtesy;
3. Confidence;
4. Good-will;
5. Keeping stock fresh and complete;
6. Handling orders with dispatch;
7. Concentrating your efforts on one complete line of good tires.

To recommend several makes results in your trade questioning your sincerity.

PROGRESSIVE DEALERS WILL PROFIT

The question will naturally come up as to whether or not it will be possible to get the average run of dealers to follow such an elaborately prepared programme. Isn't it a little bit too scientific for most retailers? Do most dealers want to succeed badly enough to take all the pains and to go to all the work prescribed by the company? These are fair surmises. They can be answered only by expressing opinions. I, for one, do not believe you can get any large number of retailers to systematize their business to the extent recommended by this advertiser. Just the same progressive retailers, here and there and in goodly numbers, too, will seize the company's plan eagerly and carry it out to the limit of its practicability. That is the history of most educational movements of this sort. Too often manufacturers become discouraged because all retailers do not accept their help. That is expecting too much. The advertiser should feel himself amply repaid if a comparatively few leaders in the ranks of his trade respond to his offer. In time these will act as a leaven and will elevate the standing of all the rest. Good methods are contagious. Give them a good start and they will take care of their own propagation.

Business in New England

New England is a bright spot on the industrial map. It makes an exceptionally good showing in the monthly report of the United States Employment Service. The investigators find that in this part of the country industry has been reviving faster than elsewhere, and, in this connection, it is to be borne in mind that the depression here was at no time as severe as it has been in some other sections. Now, while unemployment and part-time work are still in evidence, New England is in the van of the procession on the road to normalcy....Among the cities, Boston is in the front rank....

What of the future? The report is distinctly encouraging in prophecy as well as in statement of present conditions. It forecasts marked enlargement next fall in the demand for textiles and other manufactured products....

The report is an interesting and valuable exhibit in the case for New England as a good place in which to live and do business. If we have here no cities whose population mounts like a sky-rocket through the census returns, we have less marked variations from a steady and high level of prosperity than occur from time to time in other sections of the land....

—Editorial, Transcript, May 6, 1921.

Boston Evening Transcript

*gained 105.6 columns of advertising
last month over April a year ago*

The total was second for Boston dailies and larger than any other evening paper. Advertisers appreciate more and more that Transcript readers furnish the backbone of business

Advertising Rates the Same, National and Local

National Representatives: CHARLES H. EDDY COMPANY
NEW YORK CHICAGO BOSTON

Mr. Advertiser:—

For newspaper advertising the new **Wood Flong** process gives equally as good reproduction as the costliest electrotype.

Copy in **Wood Flong** molds can be sent to twenty-five newspapers at a cost not exceeding that of sending an electrotype to one newspaper. In the saving of time the **Wood Flong** to the electrotype is the minute compared to the hour.

It is more durable, saves postage, and newspapers prefer it because their stereotypers understand it and there is no metal to be returned.

Any good electrotyper can furnish you with **Wood Flongs** if you insist, and insist you should. If yours won't we will tell you many who will, and, furthermore, we will boss the job gratis.

WOOD FLONG CORPORATION
25 Madison Avenue
New York

Regardless of how many dealers use its quota plan, at the outset, the United States Tire Company is going to find its efforts profitable eventually. A big change is coming in the tire business, as it is coming in so many other lines, and with it will come the need for more intensified methods of salesmanship. All educational endeavor expended now will be in the nature of bread cast upon the waters. In explaining this change this manufacturer declares:

"For many years the American demand for automobiles seemed boundless. The output of automobiles doubled and tripled each twelve months. The new number of automobiles in use in the United States climbed by millions every year.

"There is always a limit to everything human. The limit of the power of the American people to use automobiles began to show signs of slowing down when the number of cars reached 7,500,000.

"The automobile is being used for business more and more each year, and there will continue to be a healthy increase in the number in use year after year. The replacement business will always be large.

"But people who had 'traded in' their old cars every year began to find that it was possible to get many years of service out of the old cars.

"With owners using cars for more than one season, their tires will come from the local dealer rather than from the automobile factory. The new equipment 'all around and a spare' will make the business of the local tire dealers mount to heights never dreamed of before.

"Tire retailing will become a greater business than ever. The best merchants will get the cream, as they always do. We want dealers in United States tires to be the best tire dealers and business men in their communities."

That in a nutshell is exactly why this important subsidiary of the great United States Rubber Company launched its quota plan.

A. **The Providence News** A.
B. P.
C.

Here is a Two-Cent Newspaper Gaining Steadily Over the Only One-Cent Newspaper in the Field.

Compare the Figures in Your Reports.

They Tell the Story of an Up-hill Climb Due to the Merit of the Medium.

Unusual Opening in Advertising Agency

An established, recognized advertising agency with a steadily growing clientele has an opening for a sound, experienced advertising man who can contribute to the growth of the business. To the right man will be given, if desired, a chance to secure an interest in the agency.

Communications treated confidentially.

Address "M. L." Box No. 251, c/o Printers' Ink.

Agricultural Advertising Man Available

Who has had twelve years of successful agricultural advertising experience.

During that time I have been in close touch with and have continually studied agricultural conditions and markets; made a careful study of the farming business and the farmer's buying habits.

Have written and directed agricultural copy for well-known concerns—as well as catalogs, booklets, folders and form letters.

Have made a careful study of farm papers and have a comprehensive knowledge of their comparative value as well as of the territory each serves.

An experienced buyer of art work, printing, lithography and engravings.

Fully competent by experience to manage large advertising department.

Available July 1st; salary \$7,500 and a future. Age 36, married, American citizen, college graduate. Address "S. A." Box 250, care Printers' Ink.

I have been a SALES MANAGER

and have been doing sales-executive work for 15 years. I had to drop out, temporarily, to close up an estate. That is finished.

I am forty; married; university graduate; have sold by mail in nearly every country in the world, and personally from coast to coast. Thoroughly experienced in recruiting, instructing and supervising salesmen; skilful sales correspondent.

Have been especially successful meeting big men, and closing deals where many salesmen hesitate or fall down. I have abundant health, enthusiasm, and a record that is absolutely clean. Available immediately. Address "J. K." Box 252, Printers' Ink.

Now, don't you see that this plan is applicable, in part at least, to other lines? The sales manager has always had his quota. His quota is the factory's entire output. It is his job to sell it. He in turn takes his quota and divides it among his salesmen. That roughly is their quota. Now why isn't it a logical step for them to apportion their allotments among the dealers to whom they expect to sell it? Of course every salesman really does that, but in only a kind of general way. It would not be practical for him to partition out his quota among his prospects in an arbitrary manner. He doesn't control his trade to that extent. If that were possible, selling would be a cinch. What every salesman should be able to do, however, is to tell approximately what quantity of his product every dealer should be able to sell in a year. This would vary according to the type of the store and the business methods of its manager.

Aside from the speculative orgy through which we have recently passed, the average dealer has no conception of the quantity of an article he can move if he will price it right and use strong methods in selling it. I know a salesman selling dried fruits. He was assigned an unusually heavy quota one year. He knew that if his customers ordered as they had been wont to do, he would never "make" the quota. He went to his customers and told them they would have to help him out. Many of them entered into the spirit of the thing, and as a result of the extra effort greatly increased their usual sale of the fruit. In some cases the increase was as much as tenfold. That shows how a high quota can open up sales possibilities.

I read recently that F. R. Tripler & Company, operating a clothing store in New York, sold an average of a hundred dozen collars a day before they moved to their new location. A hundred dozen a day! Just think of that! How was it done? By making a special drive for collar business.



This Year CANADA Calls You!

Vacation Land of Ideal Summer Climate

Hay fever is unknown in this clear, pine-and-balsam scented air. Unlimited territory to choose from—cloud tipped mountains and rugged foothills inviting exploration; wide valleys of woods and streams and wild flowers; turquoise lakes with sandy beaches; the restful relaxation of camp life or the luxury of the finest hotels.

In *Canada*, your Ideal Vacation is realized; Algonquin Park—Muskoka Lakes—Great Lakes Cruise—Georgian Bay—Lake of Bays—Kawartha Lakes—Timagami—Nipigon—Quetico—Minaki—Lower St. Lawrence and Maritime Provinces. Fishing, boating, bathing, golf. A summer playground in the great out-of-doors.

Jasper Park, Alberta, and Mount Robson Park, British Columbia, embrace the scenic mountain wonders of the Dominion.

For full information write

Canadian National or Grand Trunk Railways

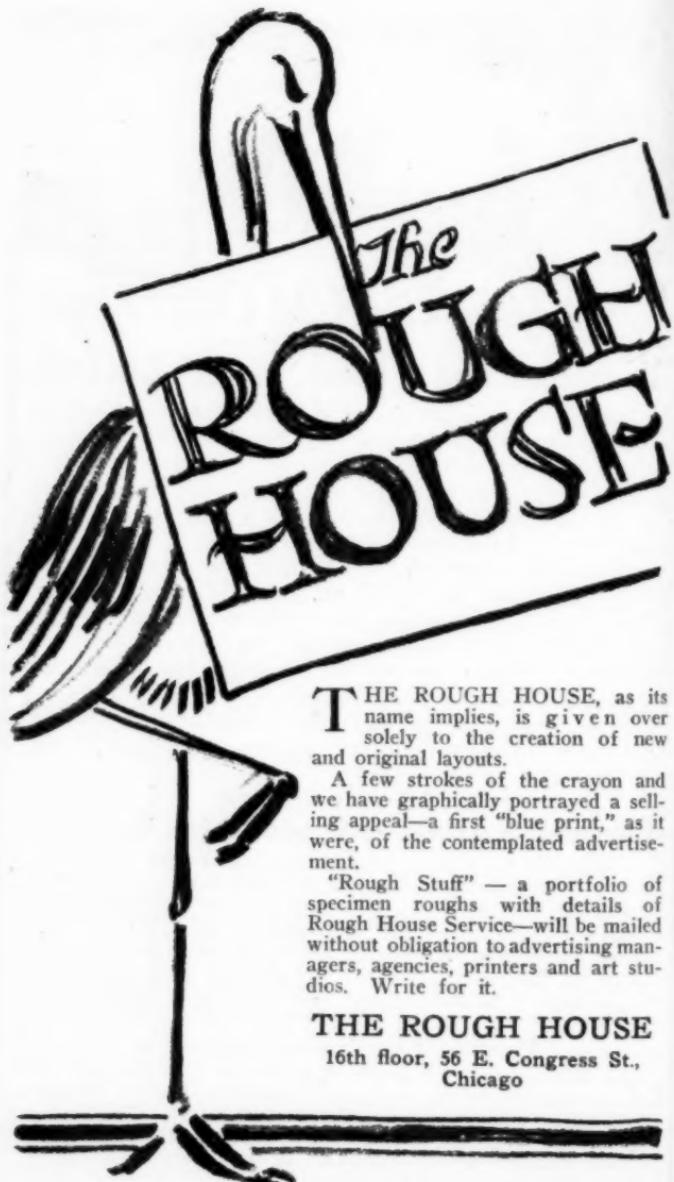
*at any of the following addresses—Ask for booklet Y,
mentioning districts that interest you.*

Boston, 284 Washington St.
Buffalo, 1819 Chamber of Commerce.
Bldg.
Chicago, 64 West Adams St.
Cincinnati, 406 Traction Bldg.
Detroit, 527 Majestic Bldg.
Kansas City, 718 Railway Exchange
Bldg.

Minneapolis, 518 Second Ave. South
New York, 1270 Broadway
Pittsburgh, 585 Park Bldg.
St. Louis, 305 Merchants Laclede
Bldg.
St. Paul, cor. 4th & Jackson Sta.
San Francisco, 689 Market St.
Seattle, 902 Second Ave.

Fishing, Hunting and Camping

Real fishing and hunting in virgin streams and unspoiled big game country in NOVA SCOTIA, NEW BRUNSWICK, QUEBEC, ONTARIO, ALBERTA and BRITISH COLUMBIA. For full information write G. T. Bell, Passenger Traffic Manager, Grand Trunk Railway System, Montreal; H. H. Melanson, Passenger Traffic Manager, Canadian National Railways, Toronto, or G. A. Harrison, G. A. P. D., Grand Trunk Railway Station, Portland, Me.



THE ROUGH HOUSE, as its name implies, is given over solely to the creation of new and original layouts.

A few strokes of the crayon and we have graphically portrayed a selling appeal—a first "blue print," as it were, of the contemplated advertisement.

"Rough Stuff"—a portfolio of specimen roughs with details of Rough House Service—will be mailed without obligation to advertising managers, agencies, printers and art studios. Write for it.

THE ROUGH HOUSE

16th floor, 56 E. Congress St.,
Chicago

I suppose there are only a few stores that could even approach a collar business of that size, but it is reasonable to suppose that every dealer could vastly augment his collar sales if he used Tripler's methods. Higher quotas is the answer.

It is information of that sort which salesmen should possess. Dealer quotas, of one kind or another, could be established all along the line. Dealers would find themselves selling more, if they could be coaxed to set their aims a little higher.

Fixing a Foreign Advertising Appropriation

"A foreign advertising appropriation is not an easy thing to determine," said Frederick Dickinson, advertising manager of the Hupp Motor Car Co., addressing the National Foreign Trade Convention in Cleveland.

"We are not entirely satisfied with our method; but this is it. We base our total advertising appropriation, domestic and foreign, on the amount of goods we plan to produce in a given year, influenced and modified by the amount of sales resistance we expect to encounter, and we allot to the foreign field, generally speaking, an amount in proportion to the number of units we plan to sell abroad."

New Collar Advertiser in the Middle West

A new advertiser in the Middle West is the Hemmick Collar Company, Inc., of Chicago, maker of a new kind of soft collar. Newspaper space will be used as a first part of the effort, with business papers and general periodicals to follow later. Copy will be placed by the O. J. McClure Advertising Agency, of Chicago, which has recently secured the account. Another account recently placed with the McClure agency is that of William A. Spinks & Co., Chicago, manufacturers of billiard merchandise. A vigorous campaign will be made. The plans have not yet been completed.

Briscoe Motors to Widen Campaign

The results obtained by the Briscoe Motor Corporation, Jackson, Mich., from the newspaper campaign, which it recently engaged in, "have been so satisfactory that it is being increased; and in addition an equally consistent use of the big national mediums and of farm papers is under way," D. Minard Shaw, advertising manager of the Briscoe company, tells *PRINTERS' INK*.

RESULTS IN ADVERTISING

for my clients being extraordinary, caused me to say: "Father, all the advertising men in the world are wrong, but **THEE** and **ME**, and sometimes **THEE** are **wrong!**"—and Father replied:

"My son, teach every client who places business with you to use only mediums that pay—those you have listed in Class A—and to keep accurate statistics on every piece of copy and proposition used, and they will soon know if **THEE** or the other fellow is **RIGHT**." And I never forgot that lesson, because accurate statistics cannot lie, bluff nor deceive even the beginner in advertising and eliminates gambling with questionable copy and publications known to be in Class D, which are "dead ones."

Therefore, Mr. New or Old Advertiser, let me show you where to get and through whom to place good copy in mediums that pay. Let's keep statistics for a while and see what's wrong. This may turn a supposed failure into success and save you thousands of dollars.

MILTON F. McINTYRE
solicitor of accounts and representative of reputable Advertising Agencies and their service departments, in the United States, Canada, England, France, Holland, Germany and Russia; now with Frederick T. McIntyre, internationally-known advertising expert, writer, lecturer and counselor in publicity. Address, **ELMHURST, L. I., N. Y.**

Figure Artist Wanted

An Agency in Southern Ohio handling a splendid line of accounts is in need of a first class figure artist.

A man with Agency experience is preferred.

Send proofs and full details, including salary expected, in first letter.

Address "S. D." Box 161, care of Printers' Ink

Will Buy a Magazine

Man with very successful publishing experience will consider taking over a trade-paper, preferably one that has not been losing money.

Give full details, past record, and cash necessary, all to be held strictly confidential.

Address "C. F.," Box 254
Care Printers' Ink

WANTED— A PUBLICATION With a Future

We will buy outright—a class, trade or general, monthly publication—if it is one that appeals to us as offering an opportunity of promotion.

All correspondence will be treated in the strictest confidence.

Address, PUBLICATION
Box 259
Care of Printers' Ink

New Fraudulent Advertising Law in Pennsylvania

The Pennsylvania Legislature has enacted a fraudulent advertising law, displacing the old law, enacted in 1913, which was based upon the old New York statute. The present enactment is based upon the PRINTERS' INK statute, but is modified by the insertion of a clause which reads: "which is known or which by the exercise of reasonable care should be known to be untrue, deceptive or misleading."

Section 2 of the act provides that it shall be deemed deceptive advertising under the terms of the act for any person, firm or corporation to use the classified columns to advertise any kind of property, real or personal, under pretense that the advertiser is a private party or householder, when in fact said advertiser is regularly engaged in the business. Every such advertiser must clearly indicate that it is a business concern and not a private party.

Section 3 forbids publishers from accepting any advertisement, classified or otherwise, without keeping a record of the advertiser's name and address on file for two weeks, which record shall be open to inspection by any officer of the Commonwealth. No publisher shall knowingly accept any advertisement of the class mentioned in Section 2 unless it affirmatively states that the goods advertised are the property of the business concern from whom the advertisement is received. It is further provided that any person engaged in selling goods to the public shall keep conspicuously displayed, both inside and outside his place of business, a sign which clearly indicates the actual owner of the goods.

New San Francisco Special Agency

B. J. Schaefer, San Francisco manager for the Bert Butterworth Special Agency, has resigned, to open an office of his own under the name of B. J. Schaefer Company. Mr. Schaefer will represent newspapers exclusively.

Charles N. Keiter has succeeded Mr. Schaefer as manager of the San Francisco office of the Butterworth Agency.

United Candy Stores Appoints Martin Prehn

Martin Prehn has been appointed advertising manager of the United Retail Candy Stores, New York. Mr. Prehn has been with Frank Seaman, Inc., as an account executive and has been head of the copy and art department of the Robert M. McMullen Co., New York.

Represents "Woman's World" in Chicago

Fred E. Mann, for a number of years Western manager of *McClure's*, has become Western advertising manager of *Woman's World*, with headquarters in Chicago.

To Executives, Sales Managers and Advertising Managers:

How many people know where to buy your product without shopping about in four or five stores?

How much would it be worth to you if anyone in the 17 largest cities could take up the telephone to ask the "Tel-U-Where" Bureau of Information in that city at what stores he could buy your product, and receive the list of stores and your descriptive literature the next morning?

Figure the saving to your Company of innumerable lost sales.

Think about the convenience to the public.

Ask your salesmen if it would help build up your distribution in those 17 largest cities whose population totals 24,000,000.

On July 1st there will be a "Tel-U-Where" Bureau of Information in operation in each of the following cities:

New York	Baltimore	Cincinnati
Chicago	Cleveland	Milwaukee
Philadelphia	Buffalo	Washington
Boston	San Francisco	Minneapolis
Detroit	Los Angeles	New Orleans
St. Louis	Pittsburgh	

(Aggregate Population 24,000,000)

Advertisements of representative national advertisers will carry phrases similar to this:

In the largest cities you can get the names of our local dealers and our literature by telephoning the "Tel-U-Where" Bureau of Information.

For information about this clinching local tie-up between national advertising and 24,000,000 possible consumers, write to

Tel-U-Where Company of America

BOSTON, MASS.

Boston
142 Berkeley Street
Back Bay 9230

New York
130 West 42nd Street
Bryant 9800

Confidential Advice on Food Advertising

Unprofitable expenditure of great sums of money in advertising excited little query during the easy-come, easy-go years recently past, but it's different now.

If you are finally awake to the fact that your advertising dollar must give as good an account of itself as your production dollar, preliminary counsel unbiased by any agency connection will be of value. Consultation with me will be in the same strict privacy as with your lawyer or physician.

My equipment covers long experience in the use of more than a thousand daily newspapers, practically the entire magazine list and all forms of accessory advertising.

My copy as applied to both national and loc. 1 needs has found its successful use in expenditures covering millions of dollars to the full profit of the advertiser.



Straight talk—in your interest. No solicitation. No agency connection. References.

CHARLES W. GREEN, M. D.

723 Brunswick Building

225 FIFTH AVENUE, NEW YORK

Phone Madison Square 8134

DURALITE TRANSPARENT WINDOW POSTERS



THE SIGN
THAT SELLS
THE GOODS.

Good territory
open for live
representatives.

THE UNITED SERVICE CO.
1016 Wright-Callender Bldg.
Los Angeles, Cal.

Visualizing the Cost Drop

An Atlanta Retailer Features Advertised Articles in Popular Terms

THE buyers' strike can be broken. The blockade in front of the retailer's store can be lifted and an eager crowd of buyers brought into the store if the appeal is right. And the price is the argument which any consumer can hear. Last week in a city near New York the police had to be called out to protect a retailer selling advertised merchandise at low prices.

In Atlanta, Ga., the L. W. Rogers grocery stores have broken the buyers' strike in a spectacular manner. This company's idea has a suggestion worthy of broader application.

In its advertising this company translated money into terms of sugar, potatoes, sardines and nationally advertised food products, and compared the present opportunity with that of last year's in those terms. The people showed they liked the idea by buying. To say that a dollar will buy more now than it would a year ago doesn't make the average consumer take the elastic band off his worn wallet. He has heard too many glittering generalities about prices during the last year.

The Rogers company took a new tack. In large newspaper space it showed that 100 pounds of sugar and one bushel of potatoes cost \$30.50 a year ago; to-day at their stores the same money would buy 100 pounds of sugar, one bushel of potatoes and forty-two other things to eat. Such well-known advertised articles were included in the list as three packages of Shredded Wheat, one-half pound of Ridgway's tea, a can of Lowney's cocoa, three cakes of Palmolive soap, four packages of Quaker Oats, three packages of Kellogg's Toasted Corn Flakes, six packages of Uneeda Biscuits, and three cans of 'Eagle Brand' milk. Considering each can or package as a separate unit, 149 articles were offered for the \$30.50 price in addition to the sugar and potatoes of a year ago.

Show windows tied up with the newspaper advertising by actually visualizing the difference in purchasing power.

On one side the sack of potatoes and the one-hundred-pound bag of sugar were displayed.

A sign told the people "this is

ROGERS

LAST YEAR

100 Lbs. Sugar Cost **\$30.50**

1 Bushel Potatoes

TODAY

At any Rogers store for the same amount you can buy all of the following:

100 Lbs. Sugar 10 lbs. Kellogg's Corn Flakes 10 lbs. Sweet Milk
 1 bush. Potatoes 6 lbs. Margarine 10 lbs. House Sack Wine
 1 lb. Shredded Wheat 6 lbs. Spaghetti 1 lb. Margarine
 1 lb. Water Canned Milk 6 lbs. Uneeda Biscuits 2 lbs. Tea
 24 lbs. White Lily Flour 12 cakes Oatogen Soap 2 lbs. Eagle Brand Milk
 1 lb. Shredded Wheat 2 lbs. Globe Margarine 2 lbs. Margarine
 1 lb. Water Canned Milk 2 lbs. Margarine 2 lbs. Margarine
 6 cans Co. Pie Fancies 3 Lbs. Lowney's Cocoa 2 lbs. Margarine
 6 cans Borden's Cream 1 1/2 lbs. Margarine 2 lbs. Margarine
 2 cans Choco-Flakes 1 1/2 lbs. Margarine 2 lbs. Margarine
 4 cans Lys Hender 1 1/2 lbs. Margarine 2 lbs. Margarine
 4 lbs. Margarine 1 1/2 lbs. Margarine 2 lbs. Margarine
 2 lbs. Margarine 1 1/2 lbs. Margarine 2 lbs. Margarine
 2 lbs. Margarine 1 1/2 lbs. Margarine 2 lbs. Margarine
 4 packages Rogers Quality Coffee 1 1/2 lbs. Margarine 2 lbs. Margarine
 1 lbs. Golden Glow Coffee 1 1/2 lbs. Margarine 2 lbs. Margarine
 4 packages Quaker Oats 1 1/2 lbs. Margarine 2 lbs. Margarine
 149 Articles for **\$30.50**

ROGERS

YOUR LARDER CAN BE WELL STOCKED THIS YEAR FOR \$30.50

all your \$30.50 would buy a year ago to-day." On the other side were the 149 separate articles, the quantity of goods that the same amount would buy to-day. It was explained that it would almost take a delivery wagon loaded to capacity to move the goods. The advertising and the window attracted a lot of attention, made many sales and a host of friends.

The first day a crowd of interested consumers examined the window, talked about prices and bought goods.

While the object was to convince buyers that the new price level had really arrived, and to feature various single items, one

fact stood out which would seem to prove prices the biggest sales argument to-day. The management of the store told a representative of PRINTERS' INK that more than one hundred complete assortments of the \$30.50 offer had been delivered to customers. No hand-to-mouth buying on the consumer's part here!

When actual facts on prices were presented instead of generalities, he jumped from the status of a striker to a buyer in delivery wagon lots!

The Rogers company's experience is just another lesson showing that the manufacturer who doesn't feature price in his advertising to-day is missing a public demand. Many manufacturers could help their retail friends move the goods on which they both depend for a living if they could get them to visualize price drops. The consumer likes to be shown.

A Topic for the June Convention

UNITED TYPOTHETAE OF AMERICA
CHICAGO, MAY 9, 1921.

Editor of PRINTERS' INK:

Quite right, your comment of May 5, under "Measuring Copy Writer's Pay by Results Obtained," that a false glamor surrounding advertising practice and service does much to arouse popular misconception.

But is not this a conspicuous fault of the interests of advertising for permitting a development of the "Arabian Nights" interpretation, unleavened by straightforward, educational work showing the economic significance of advertising and its value as a commercial and social influence?

Indeed, it was rather a shock to read your own judgment that "It does the advertising business no good to have the one-thousand-dollars-a-week or five hundred-dollars-a-word salaries that are supposedly paid in the business made a matter of national gossip." Isn't this precisely the concealment which leads to exaggerated speculation, suspicion and distrust? Obviously no such compensation is actually paid for the performance of an advertising function alone. But it is undeniable that advertising and inflated figures are closely linked in the popular mind. So the problem would seem to hinge on enlightenment rather than reserve.

We urge the value of advertising upon other "misunderstood" services, industries and organizations. Logically advertising would be helpful to advertising itself.

Were it not ludicrous it would be pitiful, this constant regret expressed among

advertising men—among themselves—that there is such a widespread lack of sympathetic understanding of their business and its attendant factors of purpose, principle, method and value. Yet, through publications, outdoor display and the mails we have a ready-created machinery of limitless power for doing that necessary educational work.

Five or six years ago a plan was outlined which, theoretically, seemed to have within it all the necessary elements for successfully advertising advertising. But no sooner had it taken form than "the doctors disagreed." Hence the continued illness of the patient symptomatically indicated by proposed taxes on advertising, accusations that advertising increases cost of living, and, most important of all, that lack of full confidence indicated by great advertising volume in time of prosperity, and proportionate restriction when the public purse-strings tighten.

After all, isn't it rather a reflection on the business perspective of advertising men that they should recognize the existence of such a significant problem, but do nothing about it?

Business itself doesn't sit by idly and watch popular misconception prejudice business interests. Then certainly neither should those interests representing the promotion side of business.

What a striking development it would be if, as one outcome of the June convention of the Associated Advertising Clubs, there should be a determination on the part of advertising to advertise itself. Aside from the periodical meetings of the National Advertising Commission, the annual convention is the only meeting place of all advertising interests. It would be an especially desirable time and place to take action in a unified, powerful way.

If we would make good on our skill at analyzing market and product and devising effective methods of selling the product to that market, apparently there is no better place to start than in connection with our own problem.

NOBLE T. FRAZER,
Director of Advertising.

Topeka, Kansas, Interested In an Advertising Club

An advertising club is to be organized in Topeka, Kans., soon. Preliminary steps have been taken by Milton Taber, secretary of the Topeka Merchants Association, who is in active charge of an advertising campaign throughout 16 counties adjacent to Topeka. In the membership of the club, he stated, will be the advertising men of the retail stores, factories, mills, jobbers and all the newspaper and periodical men in the city, as well as several agency men.

Jerome B. Taft with Foley Agency

Jerome B. Taft, recently with The Biddle Agency, Philadelphia, has joined the staff of the Richard A. Foley Advertising Agency, Inc., of that city.

THE value of the service we render is increased under conditions which dictate that every dollar of the advertiser's appropriation must bring back its full quota of sales.

Intelligent visualization, good illustration, good typography — each has become a vital necessity to effective selling copy. No one can afford an inexpert presentation of his sales message.

Our organization was planned to meet the increasing demand for a more expert handling of advertising art problems. We employ a remarkably versatile group of intelligent artists and their efforts are directed by three creative art directors with valuable agency experience.



STANFORD BRIGGS, INC.

392 FIFTH AVENUE NEW YORK

Advertising Art

Programme for National Convention of Associated Advertising Clubs

Speakers Announced and Stage Is Prepared

THE programme for the seventeenth annual convention of the Associated Advertising Clubs of the World, to be held at Atlanta, June 12 to 16, is complete, except for some details and a few departmentals. The subjects up for discussion and the principal speakers, both for the general sessions and most of the departmentals, are given below.

The "keynote," as announced by the programme committee is: "This convention is to be a deep draught from the spring of advertising enthusiasm—the sparkling elixir of business life." "To-day, business is through the small town of 'readjustment,'" the announcement states, "and the signal now says 'full steam ahead.' This is the sign to put on more sales steam. This means: use more advertising and use it better."

The inspirational meeting, with which the convention opens Sunday afternoon, is to be presided over by Samuel C. Dobbs, former president of the Associated Clubs. The governors of two States are scheduled to speak. Other sessions are as rich in promise. The detailed programme follows:

SUNDAY, JUNE 12

Organ Recital, 3:00 to 3:30. Chairman, Samuel C. Dobbs. Invocation—Rev. Henry Alfred Porter, Chaplain, Advertising Club of Atlanta. Song—Welcome to the South—Hon. Hugh Dorsey, Governor of Georgia. Welcome to Atlanta—Hon. James L. Key, Mayor of Atlanta. Response—Rowe Stewart, President, Associated Advertising Clubs of the World. Address—"Business Morality, the Cornerstone of the New Prosperity," Hon. Henry J. Allen, Governor of Kansas.

MONDAY MORNING

Session subject: "Let's Go." Music. Chairman—Rowe Stewart. "Getting at the World Markets to Build Home Trade," Hon. Walter E. Edge, Senator from New Jersey. "Keeping the Home Markets Humming" (speaker to be announced). "Figuratively Speaking—America's Future," Archer Wall Douglas, vice-president, Simmons Hardware Co. "The Spirit of the Convention," Herbert S. Houston, vice-president, Doubleday Page & Co.

MONDAY NOON

Luncheon Meeting of National Advertising Commission, main cafe, Hotel Ansley.

MONDAY AFTERNOON

Four conferences, for official delegates only, will be held, each to discuss one of the following Associated Advertising Clubs activities or problems: Educational and Club Contact Work—Chairman—Charles H. Mackintosh, Chairman, National Educational Committee. The Truth-in-Advertising Movement in Club Cities. Chairman—Vice-President T. W. LeQuatte. Shall the Association Select a Permanent Convention City? Chairman—Vice-President Frank E. Lowenstein. Changes in the Association Constitution and By-Laws. Chairman—Vice-President Charles J. Orbison.

MONDAY EVENING

Entertainment at East Lake Country Club.

TUESDAY MORNING

Both morning and afternoon sessions will be devoted to departmental meetings, for which the programmes are given below.

TUESDAY EVENING

Advertising Exhibit Session.

Chairman, Charles H. Mackintosh, Chairman, National Exhibit Committee. "Making Salespeople Think in Advertising Terms," Arthur Freeman, General Director, Affiliated Retail Stores. An Old-Time "Uncle Remus" Entertainment. Followed by dancing.

WEDNESDAY MORNING

Interdepartment Session.

Chairman—W. Frank McClure, Chairman, National Advertising Commission. This programme will consist of selected addresses from the Department meetings on Tuesday, in addition to the following four talks:

"The Permanent American Merchant Marine."

"The Use of Color in Advertising," Harry R. Wellman, Professor of Marketing, Amos Tuck School of Administration and Finance, Dartmouth College.

"Copy."

"An Analysis of Marketing Costs," Harry Tipper, Automotive Industries.

WEDNESDAY NOON

Luncheon Meeting of Nominating Committee 12:30, Pine Room, Hotel Ansley.

WEDNESDAY AFTERNOON

Interdepartment Session continued. Reconvening at 2:30.

WEDNESDAY EVENING

Barbecue at Lakewood. Given by Fulton County Commissioners.

THURSDAY MORNING

Session Subject: "How It Works." Chairman—Rowe Stewart, President, Associated Advertising Clubs of the World. "How We Can Envy Each Other"—Charles F. Higham, M.P., London, England. "Advertising Eugenics,"—an analysis of the Better Business Bureau Activities—Richard H. Lee. "Advertising—The Star Boarder." Mrs. Christine Frederick. "The Little Red Schoolhouse Up to Date," an outline of the Educational Committee's future programme—Charles Henry Mackintosh, of Chicago. "Times Are Always Brighter, Advertising Always Progresses," Dr. Edward James Cattell, of Philadelphia.

THURSDAY AFTERNOON

Business Session.

"Steam Up for Another Year." Reports of officers. Reports of committees. Adoption of Resolutions. Confirmation of Choice of Convention City. Awarding of Trophies. Election of Officers. "Farewell—and Come Again," Hon. John M. Slaton, of Atlanta.

DEPARTMENTAL SESSIONS

As last year, each department at the close of its sessions on Tuesday will select the best address on its programme and send notification of this selection to the National Advertising Commission Programme Committee. To make room for the four addresses scheduled for Wednesday morning, several departments have waived their right to select a speaker for the interdepartment programme.

The departmental programmes which were completed at the time of going to press were as follows:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Tuesday morning: Charles W. Hoyt, presiding. Daniel A. Ruebel, chairman programme committee. "Origin and Development of the Advertising Agency"; St. Elmo Massengale, president, Massengale Advertising Agency, Atlanta; "How the Advertising Agency Functions," Charles W. Hoyt, president, Hoyt's Service, Inc., New York; "How the Advertising Agency Has Stabilized Business," Norman Lewis, Chappelow Advertising Co., St. Louis; "What Advertising Agency Research Means to the Advertiser" Joseph A. Richards, president, Joseph Richards Co., New York; "The Attitude of the British Business Man Toward the Advertising Agency," Chas. F. Higham, C. F. Higham, Ltd., London, England; "How the American Association of Advertising Agencies Is Serving the Advertiser," James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, New York; "Responsibility of the Advertising Agency in Aiding Vigilance Work," H. J. Kenner, executive secretary, National Vigilance Commit-

tee, Associated Advertising Clubs of the World.

Tuesday afternoon: "How Should a Manufacturer Select His Advertising Agency?" W. T. Mullally, president, Wm. T. Mullally, Inc., New York; "Relationship Between the Advertising Agency and the Advertising Manager," Geo. W. Hopkins, General Sales Manager, Columbia Graphophone Co., New York; "Equalizing Local and National Newspaper Rates," Collis Armstrong, Chairman of Board, Wm. T. Mullally, Inc., New York; "How the Advertising Agency is Meeting the New Conditions from a Copy Standpoint," Roy S. Durstine, vice-president, Barton Durstine & Osborn, New York; "A Review of the International Advertising Exhibit in London," Chas. F. Higham, C. F. Higham, Ltd., London, England; "What Government Advertising as Handled by the Advertising Agencies Corporation Means to the Manufacturer," James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, New York.

THE ASSOCIATED BUSINESS PAPERS, INC.

Tuesday Afternoon: Chairman, W. R. C. Smith, president W. R. C. Smith Publishing Co., Atlanta. Opening remarks by the chairman on "General Conditions in the South and Their Relation to Business Papers." "Developing a Market for Raw Material Through Business Papers," Austin L. Black, advertising manager, The Pacific Lumber Company, Chicago; "Importance of Promoting the Economical Movement of Goods from Industry to Industry," F. M. Cockrell, promotion manager, McGraw-Hill Co., Inc.; "Work of the Associated Business Papers, Inc., in the Interest of Better Advertising and Publishing," Jesse H. Neal, executive secretary, The Associated Business Papers, Inc., New York; A Discussion of Subjects of General Interest including—"Problems of Printing and Labor"; "Postal Rates and Service."

POSTER ADVERTISING ASSOCIATION

Tuesday Morning: Opening Remarks, Milburn Hobson, president, Poster Advertising Association, Dallas, Tex.; "Good-Will," E. Allen Frost, Chicago, Ill.; "Merchandising in the Southwest with Poster Advertising," C. O. Bridwell, promotion department, Poster Advertising Co., Inc., New York; "Local and Retail Advertising by Means of Posters," Gordon MacEdward, Sales Manager, Walker Company, Detroit; "Relation of Poster Advertising to Educational and Civic Development," Prof. H. D. Rinsland, Public Schools, vocational department, Ardmore, Okla.

Tuesday Afternoon: "Building Trade-Marks with Poster Advertising," A. deMontuzin, Poster Advertising Co., Inc., Cincinnati, Ohio; "Poster Advertising Christianity Promotes Prosperity," J. B. Spillman, Columbia, S. C.; "Application of Poster Advertising and Its Practicality for the Southern Manufacturer," K. H. Fulton, Van Beuren and New York Poster Advertising Co., New York; John Sullivan, secretary, Association National Advertisers, New York.

NATIONAL ASSOCIATION OF NEWSPAPER EXECUTIVES

There will be a joint meeting of the Newspaper Executives, the American Association of Advertising Agencies and the Association of National Advertisers which will replace some of the departmentals. One of the chief items up for discussion is the making of local and foreign advertising rates the same. Another discussion will concern the proportion of the expense of service and co-operation that should be borne by the newspapers. Also it is announced that the newspapers will demonstrate to the advertisers that it is impossible to reduce rates at this time.

DIRECT MAIL ADVERTISING ASSOCIATION

Monday: Jos. Meadon, president D. M. A. presiding; "Changing the Way of a Woman," Mrs. Ida Bailey Allen, president "Mrs. Allen's School of Good Cookery," New York; "Bridging the Great Divide," C. Coy Glidden, of Williams & Cunningham, Chicago; "The Modern Pied Piper," Paul Hunter, president Educational Advertising Company, New York; "Scraping the False Alarms," Louis Balsam, managing director, Direct Mail Advertising Association.

Tuesday: Robert C. Fay, Moderator. Debate—Resolved, "That Twelve Issues of a house-organ properly edited and issued consecutively, are a greater producer of good-will and profit than twelve pieces of direct advertising going out consecutively once a month." Affirmative, Robert E. Ramsay, advertising manager, American Writing Paper Co., Holyoke, Mass., and Frances M. Buente, editor "Tidewater Topics," Tidewater Oil Company, New York; Negative, Wm. Hersey, director mail sales, Robert H. Ingersoll & Bro., New York, and Eleanor Dougan Hunter, Chairman of the Board, Educational Advertising Company, New York; Judges: E. St. Elmo Lewis, vice-president, Campbell-Ewald Company; Tim Thrift, advertising manager The American Multigraph Sales Company, Cleveland, and Nobel T. Praigg, director of advertising, United Typothete of America.

SCREEN ADVERTISERS' ASSOCIATION

Tuesday: "The Making of an Industrial-Educational Film," Harry Levey, president Screen Advertisers' Association, New York; "Merchandising with Motion Pictures," Herbert R. Hyman, advertising manager, Cole Motor Co.; Indianapolis, Ind.; "The Educational Film As a Dealer Help," Chas. M. Brown, advertising manager Woodrow Mfg. Co., Newton, Ia.; "The Modern Salesman and His Film Samples," A. E. Gundlach, sales manager DeVry Corporation, Chicago; "The Rise of the Industrial-Educational Film Industry," I. Dannenberg, publisher *The Screen*, New York; "The Short-Length Film and Its Uses," M. J. Caplan, manager Metropolitan Motion Picture Co., Detroit, Mich.

Tuesday afternoon: "The Distribution of Industrial-Educational Films," Harry Levey, president; "The Home Economic Film and Its Effectiveness," Mrs. Ida C. Bailey Allen, Mrs. Allen's

School of Good Cookery, New York; "Selling the Foreign Market Through Movies," A. B. Cole, director of publicity, Westinghouse Electric International Co., East Pittsburgh, Pa.; "The Profession Projector for Non-Theatrical Use," S. S. Cassard, vice-president Nicholas Power Co., New York; "What Slide-advertising Is," D. H. Harris, service department Standard Slide Corporation, New York; "Conducting a Motion Picture Division in a Large Industrial Plant" and "How the Motion Picture Theatre Owner Is Booking Industrial Films."

FINANCIAL ADVERTISERS' ASSOCIATION

Monday: President's annual address, Lloyd H. Mattson, Corn Exchange National Bank, Omaha, Neb.; "The Man in the Street to the Financial Advertiser," Herbert S. Houston, vice-president Doubleday, Page & Co., New York; "The Salable Bank," Thomas B. McAdams, Merchants National Bank, Richmond, Va.; "Popularizing Bonds," A. E. Bryson, Halsey Stuart & Co., Chicago; "Public Relations of the Trust Department," L. A. Mershon, American Bankers Trust Division Association, New York.

Tuesday Morning: "The Daily Paper—Its Use by a Bank," G. Prather Knapp, Mississippi Valley Trust Co., St. Louis, Mo.; "Direct-by-Mail Advertising for a Bank," W. Frank McClure, Ford Dearborn National Bank, Chicago; "Outdoor Advertising," speaker to be assigned; "Little Brothers of the Advertising Manager," speaker to be assigned; "The Financial Publishers Association," Haynes McFadden, publisher *Southern Banker*, Atlanta.

Tuesday Afternoon: "Financial Advertising from the County Seat," J. A. Abernathy, First National Bank, Fordyce, Ark.; "Increasing the Per Capita Savings Balance," Minnie A. Burbee, American Bank of Commerce & Trust Co., Little Rock, Ark.

PAN-AMERICAN ADVERTISING ASSOCIATION

Tuesday Morning: Presiding Officer: James Carson, president, Pan-American Advertising Association; President's address; "Functions of the Agency in Foreign Advertising," Maurice Perles, president of the Foreign Advertising and Service Bureau; Discussion. "What the Pan-American Advertising Association is Doing for Truth in Export Advertising," Herbert S. Houston, former president of the Associated Advertising Clubs of the World; vice-president of Doubleday Page & Co. Discussion. "Honor in Business Relations Between North and South America," Allen Walker, manager, international department Guaranty Trust Co., New York; "Present Conditions of Advertising in South America," A. B. Chivers, member of the firm of S. S. Koppe & Co.

Tuesday Afternoon: "Stimulating Sales Through Consumer Advertising," George C. Vedder, manager Johnston Overseas Service; author of "American Methods in Foreign Trade"; "India as a Market for American Goods," Including an Analysis Showing What to Avoid in Planning a Campaign, Selection of Media, and Shortcuts to Countrywide

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Distribution, Harold Pereira, advertising manager, Skippers & Co., Ltd., Calcutta, India. "Pan-American Advertising from the Publisher's Viewpoint" L. F. Gordon, vice-president of the Export Publishers' Association, manager of *Industria Internacional*.

ADVERTISING SPECIALTY MANUFACTURERS
*Executive Session for Members and
Representatives of Member Firms.*

President Carroll H. Sudler, presiding, vice-president, Ketterlinus Lithographic Manufacturing Co. What We Are Doing to Make Advertising Specialties Pay the Advertiser—S. W. Allen, The Kemper-Thomas Co.; N. B. Hatch, The Knapp Co.; J. M. Saunders, The Blanchard Co.; H. G. Huse, Brown & Bigelow. General discussion.

Winning On Points or Winning a Decision in the Fight for Business—Stanley Ikerd, Western Manager, Associated Advertising.

Open Session—Public Invited

President Carroll H. Sudler, presiding. The Place of the Specialty in the Advertising Campaign; J. B. Short, The Whitehead & Hoag Co. Advertising—The Servant of the Public; Frank B. White. Taking the Guess Out of Color In Advertising; Mrs. Hazel Adler. Building Coca-Cola Sales with Advertising Specialties; S. C. Dobbs. Four-Square Advertising; Richard H. Lee. Co-operation in Advertising; E. Allen Frost, of the Poster Advertising Association.

Wednesday, 12:15 P.M.: Luncheon—Capital City Club. Members and representatives of member firms will hold round table discussion.

AGRICULTURAL PUBLISHERS' ASSOCIATION

Tuesday: Sessions at 9:30 A. M. and 2:30 P. M. Chairman B. Kirk Rankin, president. Reading of Minutes and Reports of Committees. "Second Class Postage." Shall We Send a Committee to Washington? "Co-operation with Vigilance Committee of the Associated Advertising Clubs of the World"; (Conference with Richard H. Lee, general counsel for the committee, and others, to determine what are the benefits to be derived from the work of the committee and what are the obligations of the publishers); "Agency Recognition"; Adjusting complaints with bankrupt advertisers; Responsibility of agents for the honesty of clients; Agency credits. The paper situation.

COMMUNITY ADVERTISING DEPARTMENT

Monday: "A Court of Inquiry on Co-operative Retail Advertising for the Small Town—The Neosho Plan." Statement by President Charles F. Hatheld. Gurney Lowe, Neosho, Mo., presiding. A. C. McGinty, Neosho, Mo.; G. G. Foskett, president Courier, Miller Lumber Co., Clarksville, Tenn.; F. L. Swinehart, president of the Wabash Valley Ad Clubs, Clinton, Ind.; J. W. Pierce, publisher *The Clintonian*, Clinton, Ind., "The Newspaper and the Neosho Plan"; W. H. Hill, agricultural agent, New York Central Lines, Chicago, will report for Michigan towns; W. C. Byers, supervisor of agriculture,

Pennsylvania State Chamber of Commerce, Harrisburg, Pa., will report for Pennsylvania towns; L. D. Fuller, chief agricultural agent, Erie Railroad, Jamestown, N. Y., will speak for New York towns; Sam Faucett, dry goods dealer, Robinson, Ill.; C. A. Doak, secretary Ad Club, Camden, Ark.; Robert R. Free, secretary Chamber of Commerce, Waynesboro, Pa.

Tuesday: "Selling a Community to Itself," Charles F. Hatfield, presiding. President's address, "The Railroad a Part of the Community—Home Folks" J. M. Mallory, industrial agent, Central of Georgia R. R., Savannah, Ga.; "How a Southern Town Sold Itself to Itself and the County," W. B. Royster, secretary-manager the Griffin & Spalding County Board of Trade, Griffin, Ga.; "A Few New Highlights on the Maryville Way," H. E. Miles, advertising manager *The Maryville Tribune*, Maryville, Mo.; "The Magic of Co-operation in the Southwest," Donald MacIvor, secretary The Great Southwest Assn., Dodge City, Kan.; "Two Years' Experience in Building Good-Will, The Wabash Valley Plan" A. W. McKean, business manager Greater Terre Haute Club, Terre Haute, Ind.

Tuesday Afternoon: "Selling a Community to the Nation"; "A Review of the St. Louis Campaign," Herbert M. Morgan, chairman of Publicity Committees, St. Louis Chamber of Commerce; "The Ozark Play Grounds Association, A First Year's Showing," Ross E. Burns, general manager *Joplin Globe*, Joplin, Mo.; "What Twelve Years' Continuous Community Advertising Has Taught Asheville," N. Buckner, secretary Board of Trade, Asheville, N. C.; Election of officers. "Does Community Advertising Pay?" "A Court of Inquiry," chairman John E. Northway, secretary-manager Chamber of Commerce, Hamilton, O.

Wednesday: "Selling a Nation to Itself," Harry N. Burhans, director of publicity, The Denver Tourist Bureau and president of the American Travel Development Bureau.

GRAPHIC ARTS ASSOCIATION

Tuesday: "How Printers Have Organized to Make Printed Salesmanship Build Bigger Business," William J. Eynon, president United Typothetae of America; "How the South Is Cashing In On Printed Salesmanship," W. O. Foote, president of Foote & Davies, Atlanta, Ga.; "Demonstrations of Printed Salesmanship," Byron A. Bolte, R. R. Donnelley & Son, Chicago; "The Printer As Assistant to the Sales Manager," Henry P. Porter, chairman of the educational committee of the United Typothetae of America; "How Printed Salesmanship Builds Bigger Business in Canada," C. C. Ronalds, The Ronalds Press, Montreal, Can.; "How Printed Salesmanship Has Literally Built the 'Lily Cup' Business," C. Ehler, of The Lily Cup Co.

CLUB SECRETARIES' CONFERENCE

Tuesday Morning: Norman M. Parrott, president, Baltimore, presiding. "A Message From the National Association," Rowe Stewart, manager of the Phil-

adelphia Record, president, Associated Advertising Clubs of the World; "Co-operation of Women's and Men's Clubs," Miss Jane J. Martin, advertising manager, The Sperry & Hutchinson Company, New York; "The Proposed Educational Programme of the Associated Advertising Clubs of the World," Chas. Henry Mackintosh, La Salle Extension University, Chicago, chairman, International Educational and Exhibits Committees, A. A. C. of W.; "Co-operation," Park S. Flores, secretary, Associated Advertising Clubs of the World; "Standing Pat," Richard H. Lee, New York, Counsel, National Vigilance Committee, A. A. C. of W.; "How Clubs That Have No Organized Better Business Bureaus or Vigilance Committees Can Do Volunteer Work," Wm. P. Green, New York, field secretary, National Vigilance Committee, Associated Advertising Clubs of the World.

Tuesday Afternoon: The following subjects have been requested by Club Secretaries for discussion: Membership: How can clubs be of definite value to the advertising profession? The advisability of getting away from so-called brass tack talks; Best method of securing speakers; The advantage of throwing meetings open to members; The value of membership cards; Should programmes be left entirely to the committees? Should programmes be strictly technical? Club Records; Programmes; Club Notices; How far should clubs co-operate with other organizations in community work; How can small town clubs best serve their members in making them better advertisers? How to get members to work; The advantage of active and associate membership; Educational Work; Club Management; Meetings.

CHURCH ADVERTISING DEPARTMENT

"Spiritual Church Advertising," Philip Ritter; "How Local Advertising Clubs Can Aid Church Advertising," A. M. Bayliss; "Advertising the Churches in Philadelphia," Rowe Stewart, president A. A. C. of W.; "Actual Results Secured by Church Advertising," Rev. Roy L. Smith; "United Effort in Church Advertising," W. Frank McClure; "Methods Used in My Church," George W. Hopkins; "Using Printers' Ink for the Church," John Clyde Oswald; "Poster Advertising as a Means of Evangelism," J. B. Spillman; "Mail Methods for Church Advertising," Homer J. Buckley, and "Copy for Church Advertising," Frank D. Webb.

Practical advertising experiences will be related by six ministers.

NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS

Tuesday—Two illustrated addresses by Harry R. Wellman, Professor of Marketing, Amos Tuck School of Administration and Finance, Dartmouth College. "The Known Value of Color in Advertising," "The Practical Application of Color in Terms of the Advertising Appropriation."

RETAIL DIVISION

Only part of the programme has been arranged, but four numbers have been

announced. Frank A. Black of William Filene's Sons, "Advertising Ideals," Harry Levey, Harry Levey Service, Inc., "Possibilities for Film Advertising in Retail Sales Promotion," Gordon Schonfarber, Gladding Dry Goods Co., "The Part that Window and Interior Display Can Play in the Advertising Programme," Ernest C. Hastings, *Dry Goods Economist*, "The Appropriation Problems in Retail Advertising."

JUNIOR CLUBS

H. J. Echelle, president of the Junior Advertising Club of St. Louis, will preside. The following subjects have been announced: "Inspirational Talk," "The Purpose of a Junior Advertising Club," "The Purpose of a National Organization of Juniors," "How Shall We Spread the Junior Idea?" and "What Will Be Our Educational Policies?"

ADVERTISING WOMEN'S CONFERENCE

Tuesday afternoon: "Advertising's Future," Reuben H. Donnelley, former president Associated Advertising Clubs of the World; "Interviewing One Thousand People a Year," Mrs. Grace Oakley, publicity manager, Hotel Pennsylvania, New York; "Woman as Director of the Policy of the Advertising Department of a Big Newspaper," Mrs. Mary D. Fischer; "The Taylor System of Color Harmony," Mrs. Hazel H. Adler, New York; "How American Dyestuffs Are Advertised and Marketed to the Mill Trades," Miss Minna Hall Simmons, New York. Election of chairman, Women's Conference for 1922. Election of Woman Member of Executive Committee.

Butler Brothers Hold Retailers' Congress

Retailers from all over the Central West attended a Merchants' Congress held in Chicago by Butler Brothers, wholesalers of general merchandise. The programme, which was a general treatment of various merchandising problems encountered by the average sized store, consisted mainly of addresses by leading retailers. A few outside experts were called in also.

A similar meeting was held by Butler Brothers a few months ago and was reported in *PRINTERS' INK* as being so successful that the management decided to make the Merchants' Congress a permanent institution. It probably will be held hereafter twice a year, being timed so as to bring in the retailers at the height of the spring and fall buying seasons. The main feature of the idea is to supplement the work of the service department, but there is a strong advertising angle to it as well. By assembling the retailers in the house the sales naturally are promoted.

The visiting retailers were entertained as well as instructed. One feature of the entertainment was a play entitled "Our Drummer," put on in a downtown theatre by talent made up mainly of the concern's employees. "Our Drummer" is the name of Butler Brothers' catalogue, and the play was a "take off" on various features of that book.

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Associated Advertising Clubs of the World ATLANTA • JUNE 12 • 16

IF you would steer *your* "ship of business" clear of the shoals, let the Atlanta Convention of the A. A. C. W. be your guiding light.

At this convention the "how" and the "why" of things commercial will be reduced to a practical working knowledge, affording a peep into future conditions, and offering ways and means for meeting them.

Because of the very unusual business conditions, this will be the greatest Advertising Convention ever staged—with sufficient entertainment to make you enjoy your work.

No sir'ee, it is NOT hot in Atlanta in June—it's most delightful—morning, noon and night.

REDUCED FARES ON ALL RAILROADS



Atlanta's June Temperature is Delightful!

THE CHAMBER OF COMMERCE OF ATLANTA

Representing all interests of the city, extends a cordial welcome and offers its facilities to all who may attend the 1921

Convention of Associated Advertising Clubs of the World

Facts and information of value about Atlanta and the South available in convenient form. In the very heart of our city, we own and occupy our own building, which is a rallying place for both men and women who plan and work for the progressive development of this section.

Be sure to call on us.

THE CHAMBER OF COMMERCE OF ATLANTA

LEE ASHCRAFT, President
CHAS. E. ROBERTSON, Secretary

Welcome A. A. C. of W.

There are just three things we would like to have you remember about the Atlanta newspaper situation:

1st

That the **SUNDAY AMERICAN** is the only newspaper in the Southeast with more than 100,000 circulation (average for six months ending March 31st—111,161).

2nd

That the **DAILY GEORGIAN** covers 46% of the homes taking an afternoon newspaper and that there is practically no duplication in circulation of Atlanta evening newspapers.

3rd

That the **DAILY GEORGIAN** and the **SUNDAY AMERICAN** were the only Atlanta newspapers to show a gain in circulation during the last six months.

WHEN IN ATLANTA:

Visit our new plant (the Federal Reserve Board is building its new five-million-dollar home next to us).

LET US TELL YOU:

The very interesting story of how the Association of Pacific Coast Fisheries cleared vast volumes of surplus salmon on the Southeastern market through the columns of the **DAILY GEORGIAN** and **SUNDAY AMERICAN**—exclusively.

—OUR SERVICE DEPARTMENT CAN HELP YOU—

**The Daily *and* The Sunday
GEORGIAN Atlanta, Ga. AMERICAN**



Are you forging your way back up Prosperity Hill, or are you waiting for the beaten but crowded trail?

The other fellow has as much right—or wrong—to hang back as you have. Say "Come on", not "Go on".

When in Atlanta at the A. A. C. W. Convention our office in the Healey Building is at your service.

Mr. M. P. Martin in charge.

THE JOHN BUDD COMPANY
Newspaper Representatives

New York—Chicago—St. Louis—Atlanta—San Francisco
Los Angeles—Seattle

*We Celebrate Our
Twenty-fifth Anniversary
During the Convention
in June*

MASSENGALE
ADVERTISING AGENCY
ATLANTA, GEORGIA

ST. ELMO MASSENGALE, *Founder and Proprietor*

The Banks of Atlanta



Welcome A. A. C. of W.

ATLANTA has long enjoyed the reputation of being the southern home of more foreign corporations than any other southern city.

This is due partly to the wonderful railroad facilities, partly to geographical location, and last, but not least, to the exceptional banking facilities at the disposal of Atlanta business men.

The officers of either of the undersigned banks will be glad to discuss with you the advantages of Atlanta as a distributing center while you are attending the Associated Advertising Clubs of the World convention. Or, if you are not coming to the convention, a letter of inquiry will receive careful attention.

Atlanta National Bank

Lowery National Bank

Central Bank & Trust Corporation

Fulton National Bank

Fourth National Bank

ATLANTA DEPARTMENT STORES
WELCOME
DELEGATES OF A. A. C. OF W.



The South's Shopping Center

More than thirty thousand people visit Atlanta daily for shopping and other business.

Atlanta Department Stores do an annual business of more than twenty million dollars.

J. P. ALLEN & CO.

DAVIDSON-PAXON-STOKES CO.

J. M. HIGH & CO.

M. RICH & BROS. CO.

Atlanta's June Temperature Is Delightful

A CORDIAL
welcome is
extended to adver-
tisers and fellow
members of the
American Associa-
tion of Advertising
Agencies to attend
the 1921 Conven-
tion of the Associ-
ated Advertising
Clubs of the World
in Atlanta, June
12th to 16th.



Johnson-Dallis Company

General Advertising Agency

Atlanta

Member:

**American Association of Advertising Agencies
National Outdoor Advertising Bureau**

May 19, 1921

May 19

A most cordial welcome is extended to delegates and visitors to the 1921 convention of the A.A.C. of V.

INTERNATIONAL PROPRIETARIES "INC."

DISTRIBUTORS OF TANLAC

We will be especially pleased to greet our many newspaper friends from all parts of the United States and Canada



Atlanta's June Temperature is Delightful!



THIS page to the Memory of *Henry W. Grady*, who died nearly thirty-two years ago, but whose name and deeds are a blessed heritage to the nation.

Joining the staff of *The Atlanta Constitution* eleven years before his death, he became part owner and managing editor of *The Constitution*.

Georgia never produced a nobler son—the country a finer type of patriot.

Atlanta was his home and Grady's home welcomes the A. A. C. of W.

This page ascribed to his memory by

THE ATLANTA CONSTITUTION



WELCOME A.A.C. of W.

DON'T FORGET!!

We want to see you and we want you to see how S.S.S., The Standard Blood Medicine, is manufactured.

Come on down Hunter Street — just one block east of Georgia's Capital Building.

A hearty welcome awaits you—

SWIFT SPECIFIC CO.

Atlanta, Ga.



Atlanta's June Temperature is Delightful!

From the

Canadian Border to Key West

and from

Omaha to El Paso

we have made numerous leases for:

Askin & Marine	Manhattan Blouse Company
A. & P. Tea Company	National Blouse Company
Bond Clothing Company	Newark Shoe Company
Consolidated Millinery Co.	New York Model Hat Shops
Diamond Blouse Shop	New York Waist House
Dundee Woolen Mills	The Nunnally Company
Endicott-Johnson Shoe Co.	Piggly-Wiggly Company
Federal System of Bakeries of the South, Inc.	L. W. Rogers Company
W. T. Grant Company	D. A. Schulte, Inc.
Ginsburg Company	S. & C. Clothing Company
Hat Shops, Inc.	Singer Sewing Machine Co.
The Hub	U-Save-It Stores
Hudson Bay Fur Company	United Shirt Shops
C. D. Kenny Company	United Tailoring Company
Kibler & Long	F. O. Watson Company
G. R. Kinney, Inc.	The Winchester Company
Levy & Nathan	Wormser Hat Stores

As we have branch offices in New York and Chicago, we are able to get for chain stores clients practically any location on the continent.

Adair Realty & Trust Company

Founded 1865

Capital & Surplus \$1,200,000

Atlanta

159 North State Street
Chicago

25 East 26th Street
New York

WELCOME - A.A.C. of W.

Practical Advertising Experience

teaches that best returns to advertisers come from LOCAL HOME TRADE FIELD CIRCULATION of Trade Journals.

Our advertisers attribute their good results to the fact that our journals are specialized and devoted to the interest of the Trade of our section, being unlike similar publications where Southern trade is given but incidental consideration along lines of value to their particular section.

By using the advertising columns of the LOCAL HOME TRADE PAPER you speak to the readers with the voice of a friend. It's their HOME TRADE PAPER.

WALTER W. BROWN, Publisher
 802-3-4-5-6-7-8
 Central Bldg

ADVERTISING TRUTH

Atlanta's June Temperature is Delightful!



NORRIS EXQUISITE CANDIES

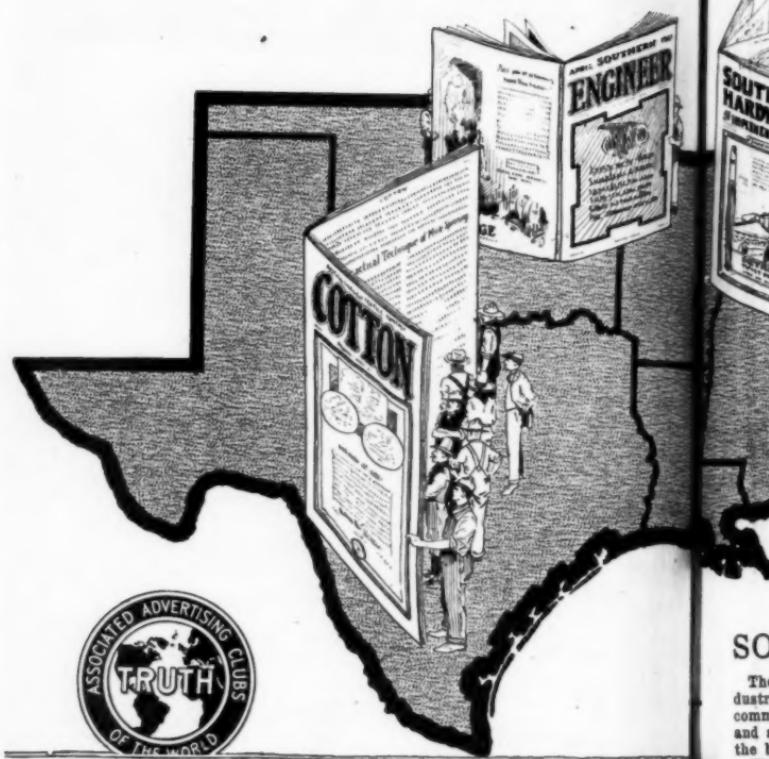
AS a souvenir of Atlanta, take home a box of NORRIS Exquisite Candies.

The factory is famed for the goodness of its product.

Food experts pronounce it a marvel of sanitation and cleanliness.

Peachtree Street—two blocks from prominent hotels.





Associated Advertising Clubs of the World

**Meet the South's "Big 5"
Business Papers when
in Atlanta-June 12-16**



SOUTH IS SOUTH!

The SMITH publications serve Southern industries as your home newspaper serves your community. They command the recognition and support of the Southern trade and cover the buying power thoroughly.

We suggest to any delegate interested in the fields covered by these five publications that by visiting our offices in the Grant Building, he can secure much valuable and reliable information on Southern conditions and opportunities.

It will be a pleasure to extend any courtesy or render any service that may make your visit to Atlanta interesting and enjoyable.

Atlanta's June
temperature
is delightful!

W. R. C. SMITH PUBLISHING CO.
ATLANTA, GEORGIA

ATLANTA

GATEWAY TO THE SOUTH

SOUTHERN HEADQUARTERS FOR THE AUTOMOBILE INDUSTRY



We'll be glad to see you in June

The leading automobile, truck, tire and accessories companies represented ~ Atlanta's geographical location makes it the dominant distributing point for the whole South ~ ~ ~

ATLANTA AUTOMOBILE ASSOCIATION

WHEN YOU
BREAK INTO
THE ATLANTA
TERRITORY—

SEE

Jacobs' Pharmacy
FIRST!

With ten retail stores in Atlanta, we are the compelling drug and sundry factor in the Southeast.

If you want intensive sales in Atlanta—distribution in every part of the city—and to dominate the drug and sundry trade in this territory—you can do it through Jacobs' Pharmacy.

We are thoroughly familiar with all conditions in Atlanta and invite manufacturers of drug and sundry specialties who contemplate entering this market to write us. We will cheerfully give you all the information needed.

Come to see us in June.



JACOBS' PHARMACY CO.
ATLANTA, GEORGIA

Atlanta Wholesale Brokers Association

Welcomes

**Delegates of A. A. C. of W.
to Atlanta**

ANDREWS, J. H. & CO.,
BRITT, J. M., & CO.
CAMPBELL, J. A., Inc.
FAIR & MARTIN
JOHNSON, W. E., & CO.
LEE & SADLER
LEONARD, J. T., & SONS
LOEB-APT CO.

PHELPS, CAPT. WM. H. H.
PONDER, C. B.
PRATER, HOMER
RALEY, J. E., & BRO.
RAY & LIFSEY
ROGERS, W. S., & CO.
WIRICK, J. E.
WRIGHT, O. H.

OFFICERS

HOMER PRATER - - - - - President
W. S. ROGERS - - - - - Treasurer
J. H. ANDREWS - - - - - Secretary

Get in touch with us for distribution of your manufactured products

**ATLANTA
WHOLESALE BROKERS ASSOCIATION
ATLANTA, GEORGIA**



Choosing a Location

Atlanta today has more Southern Sales Offices representing Northern, Eastern and Western Manufacturers than any city in the South. It is the center of Southern Distribution.

The demand for proper location is evidenced by the more than 500 special sales offices now operating here. Hundreds of other manufacturers will follow.

The problem of serving them—of securing the location they want—even on short notice—is being studied by these Atlanta Real Estate Dealers.

Full details will be given regarding location that will serve a purpose now and enhance in value in proportion to Atlanta's steady growth.

Write these dealers

They welcome you to the A. A. C. of W.

A. S. ADAMS-CATES CO.,
Grant Bldg.

BURDETT REALTY CO.,
Candler Bldg.

CALHOUN COMPANY,
Atlanta Trust Co. Bldg.



BENJ. WATKINS CO.,
19 Walton St.

KEENAN & CHAMBERS,
Healey Bldg.

A. F. LIEBMAN,
53 N. Forsyth St.

E. RIVERS REALTY CO.,
14 W. Alabama St.

(Atlanta's June Temperature Is Delightful)

ROGERS'

*Welcomes
You to Atlanta!*

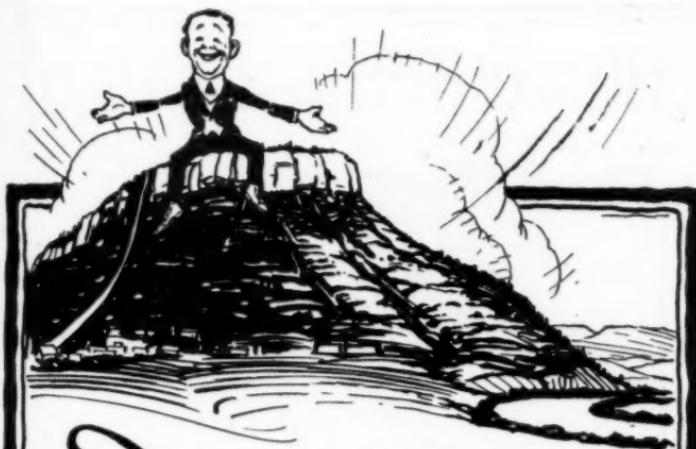
As you go about the city during the days of the Convention you will notice every few blocks a Rogers' grocery store. There are 134 of them and we want you to look upon each of them as an Atlanta information bureau, ready to answer questions.

Also, whenever you see one of these Rogers' stores we hope you will register in your mind the fact that Rogers' presents a remarkable distributing channel for any manufacturer of a grocery product interested in securing intensive distribution in Atlanta.

We cordially invite you to call on us while you are in Atlanta attending the Convention.

ROGERS'
"Where Satisfaction Is a Certainty"

L. W. ROGERS COMPANY
Atlanta

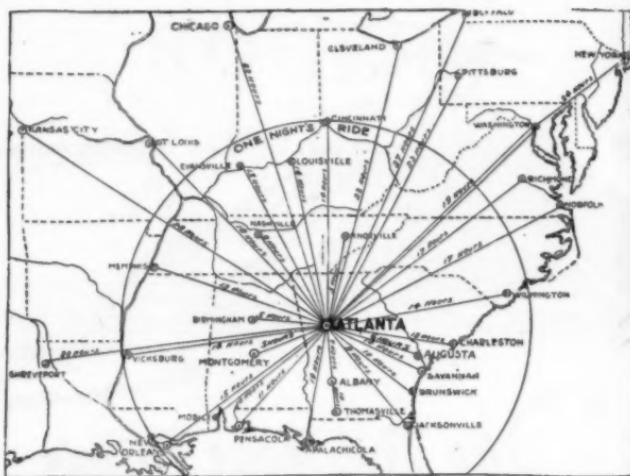


*The Two Best Things
to See in Chattanooga*
**Lookout Mountain
The Chattanooga News**

*Both bid you stop
off on your way
to or from Atlanta
A hearty welcome
awaits you . . .*



**The
Chattanooga News
Chattanooga, Tenn.**



BECAUSE of its geographical location Atlanta is today the Distributing Center of the South.

Atlanta Wholesale Houses transact a tremendous volume of business each year. In the Southeast they can be of real service to manufacturers.



Wholesale Dry Goods

John Silvey & Co.
Ragan-Malone Co.

Wholesale Shoes

J. K. Orr Co.
Rice & Hutchins

Jobbers General Merchandise

McClure Ten Cent Co.

Wholesale Disinfectants

The Selig Company

Wholesale Groceries

Oglesby Grocery Co.

Wholesale Paper

Sloan Paper Co.

Wholesale Cigars and Tobacco

Cliff Morehead Cigar Co.

Wholesale Carpets and Rugs

Rosenfeld Company

Manufacturers Record

Exponent of America



\$6.50 Per Year

Baltimore, Md.

As the Exponent of America, the Manufacturers Record is broadly discussing the vital, economic problems involved in business, labor and governmental affairs. These discussions are handled without fear or favor and are absolutely unbiased by partisanship, and they have won for the Manufacturers Record wide commendation from business leaders.

The result is the Manufacturers Record is being more widely and more closely read by an increasing number of executive and operative officials of America's principal business establishments, and it continues to be, as it has always been, "the most widely quoted industrial paper in the world."

Evidence of its growth is contained in the fact that within the last eighteen months there has been an increase of 35% in the net paid circulation, based upon which the advertising rate per thousand is lower than it has ever been.

Many of the country's important manufacturers of machinery, equipment and supplies—over 1000 in all—are regularly using the advertising columns of the Manufacturers Record to develop and sustain their sales.

Additional information with advertising rates and circulation statement will be gladly furnished

Manufacturers Record

BALTIMORE

MARYLAND

Member: Associated Business Papers, Inc. Audit Bureau of Circulations.

FLORIDA

A MARKET FOR MERCHANDISE

Florida is rapidly taking its place as an important market for national advertisers.

Newspaper campaigns concentrated in the purchasing centers of the state have repeatedly demonstrated the responsiveness of the readers of the Associated Dailies of Florida to the buying impulse.

This representative group of Florida dailies reaches the people of the state, and the "key people" from other states who come to Florida, summer and winter, to rest, recreate and *spend*.

In making up newspaper lists for fall and winter campaigns do not overlook the buying power reached through the Associated Dailies of Florida, composed of the following newspapers:

Daytona Journal.....(M)	Ocala Star.....(E)
Daytona News.....(E)	Orlando Reporter-Star (E)
De Land News.....(E)	Orlando Sentinel...(M)
Fort Myers Press.....(E)	Palatka News.....(E)
Gainesville Sun.....(M)	Palm Beach Post.....(M)
Jacksonville, Florida Metropolis(E)	Pensacola Journal.....(M)
Jacksonville, Florida Times-Union(M)	Sanford Herald.....(E)
Lakeland Star.....(M)	St. Augustine Record (E)
Lakeland Telegram... (E)	St. Petersburg Times (M)
Miami Herald.....(M)	St. Petersburg Inde- pendent(E)
	Tampa Times(E)
	Tampa Tribune(M)

Associated Dailies of Florida

Wide Circulation—Small Duplication

For information about the Florida market for advertised commodities, write direct to any or all of these influential dailies.

An advertising agency

that finds it unnecessary to solicit the accounts of firms served by other ethical agencies—

An advertising agency

that doesn't need to worry about the solicitation of its accounts by other agencies, ethical or unethical—

An advertising agency

that has regularly increased the volume of its own business by the efficient service rendered clients in making their operations more profitable—

The Thomas Advertising Service

218, 219, 220, 221, 222, 223, 224, 225 Graham (formerly Heard) Bldg.
JACKSONVILLE, FLORIDA (Phones 5160 and 8961).

Tampa Office, Florida: 602 Citrus Exchange Building.

Jefferson Thomas, President and General Manager.

D. Greenwood Haley, Vice-President.

John J. Smyth, Treasurer.

Edwin S. Wadsworth, Secretary and Assistant Manager.

Wayne Thomas, Field Representative.

Frank Kay Anderson, Manager, Tampa Office.

Member Audit Bureau of Circulations.

Member National Outdoor Advertising Bureau.

Member Associated Advertising Clubs of the World.

Charter Member American Association of Advertising Agencies.

Member Advertising Agencies Corporation,
handling exclusively United States Government advertising.



The South's Sixth Industry

In its full meaning the phrase "Necessity is the Mother of Invention" applies to the invention of the ice machine. During the forties, in the little town of Apalachicola, Fla., lived Dr. John Gorrie, mayor and physician. It was during his practice as a physician that Dr. Gorrie conceived the idea of cooling the air in sick rooms for fever patients, both for curing and preventing the disease. At this time the South was accustomed to use lake ice brought in by sailing vessels from the East at almost prohibitive prices. Meeting with success in cooling the air Dr. Gorrie conceived the idea of making ice, and in 1850 he produced a small model working ice machine, which business has grown to be the Sixth in Southern Industry.

"REFRIGERATION"

Official Organ Southern Ice Exchange

The magazine that serves the immediate and practical needs of ice and refrigerating plants of the South, where the industry is operated practically the entire year around.

ATLANTA, GA.



Satisfied Customers

Advertisers in THE SOUTHERN CULTIVATOR are pleased with results because of the fact that our subscribers are pleased with the paper—with the reading and with the advertising. More than twenty years ago the present management set out to develop this mutual friendship between publisher, subscriber and advertiser. We were one of the first farm papers to bar from our columns misleading copy of all kinds. Hence the mutual trust between subscriber, advertiser and publisher has been a matter of great comfort and satisfaction to us. It urges us on to renewed efforts.



THE SOUTHERN CULTIVATOR

ATLANTA, GA.



THE advertising fraternity on their way to and from Atlanta are cordially invited to be the guests of Manager Davis of the Signal Mountain Hotel, overlooking Chattanooga.

Signal Mountain, the Alps of America, is the new hub of Southern Society, 2,000 feet above the sea, and is worth coming hundreds of miles to enjoy.

Good old Southern cooking, Table d'Hotel with music by one of the South's best jazz orchestras. Dancing in the Casino. All outdoor sports including tennis at night under bright lights that turn night into daytime. Rates reasonable.

Only a few minutes from Chattanooga by large comfortable trolleys or by automobile.

ALL STOPOVER PRIVILEGES!
Make your reservations NOW.

The Hotel Above the Clouds

SIGNAL MOUNTAIN HOTEL
Signal Mt., Tenn. Overlooking Chattanooga



The paper that puts
NEWS FIRST
makes the strongest appeal to advertisers.

**FIRST—a GOOD
NEWSPAPER!**

Then—as the night follows the day—a

**GOOD ADVERTISING
MEDIUM.**

National advertisers know that the Gonzales papers are good **NEWSPAPERS** and that they can cover nearly all South Carolina by using

The State
(Morning)
Columbia, S. C.

**THE SPARTANBURG
HERALD**

(Morning)

**THE JOURNAL AND
CAROLINA SPARTAN**

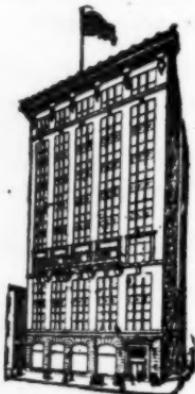
(Evening)

Spartanburg, S. C.

All A. B. C. Papers

Advertising Representatives:
THE JOHN BUDD COMPANY
New York, Chicago, St. Louis, Atlanta,
Los Angeles, San Francisco, Seattle.

RICHMOND VIRGINIA



Home of Times-Dispatch Pub. Co.

IS one of the richest markets in America today. It is thoroughly covered by

The Dispatch Papers

Morning
Evening
Sunday

Leads in moulding the thought of Virginia, therefore, particularly valuable to advertisers. Let our Service Department supply you with the information you need to reach this great market.

The Times-Dispatch

issues an 8-page Photogravure Section on Sundays, the only one published in Virginia.

National Representatives
STORY, BROOKS & FINLEY
 New York Chicago Phila.
 "The Gateway to the Southeast"

**Florida's Most
Prosperous
Section is
Thoroughly
Covered by**

THE MIAMI DAILY METROPOLIS

MEMBER OF A. B. C.

**EVERY AFTERNOON
EXCEPT SUNDAY**

MIAMI'S FIRST NEWSPAPER

FIRST—from the standpoint of both *quality* and *quantity* circulation.

—because it is the Home Newspaper of the people of Miami and the East Coast.

The stand it takes for civic betterment and for all things pertaining to the welfare of the people can be depended upon.

MIAMI

According to federal census, population increased 441% during past 10 years.

1920 building permits aggregated \$7,500,000.

Auto registration, 8,000 cars—1 car per 5 persons.

Bank Deposits, \$20,000,000 or \$496 per capita.

Consider Miami and The METROPOLIS.

JNO. M. BRANHAM CO.
Special Representative

New York	Kansas City
Chicago	Detroit
St. Louis	San Francisco
	Atlanta

Two Food Companies Advertise Price Reductions

The Campbell Soup Company has announced in trade paper advertising a reduction in the wholesale price of its canned soups and beans, and the Armour Grain Company in the same medium has advertised a reduction in the price of "Armour's Toasted Corn Flakes."

Retail grocers as a result of the price reduction by the Campbell company will be enabled to sell the Campbell canned soups to the consumer at a 20 per cent reduction. The company has announced that it will fully protect jobbers. Refunds based on the price differential will be made to jobbers stocked with Campbell products shipped in 120 days before May 9.

The company estimates that this refunding will cost more than a quarter million of dollars. President Dorrance has stated that the reduction is not warranted by present conditions, but is predicated on a nation-wide decrease in the cost of labor, further reductions in the price of tin plate, lower freight rates and tax revision.

The Armour company in its advertisement says to the jobbers: "Give your salesmen the new prices promptly and get your share of the increased volume that is sure to come. The price is attractive and the profits are pleasing."

Lehon Company Appoints

W. D. Sawler

W. D. Sawler, formerly of Sears, Roebuck & Company's advertising department and before that with the Frank E. Davis Company, of Gloucester, Mass., has become advertising manager of the Lehon Company, Chicago, manufacturer of Mule-Hide roofing. He succeeds H. M. Voss, who has resigned from Lehon to become advertising manager of the Gano-Downs Company, of Denver, Colo. Mr. Voss formerly was connected with the advertising department of Marshall Field & Company in Chicago.

Don Hayward in Agency Work

Don Hayward, recently with the New York *Daily News*, has acquired a financial interest in the Adsoicates Agency, Inc., New York, and has become head of the art department. The officers of this agency are C. P. Hayes, president; H. Sutcliffe, vice-president, and A. F. Reilly, secretary and treasurer.

This agency is now making up a schedule for the Nivel Beauty Cream Co., Inc., Brooklyn, N. Y., and will advertise that company's cosmetics in periodicals and newspapers nationally.

Buxton Account with Hoyt's Service

The advertising account of Buxton, Inc., Springfield, Mass., has been placed with Hoyt's Service, Inc. This concern, formerly known as the L. A. W. Novelty Company, manufactures "Buxton Key Kases."

folks know you mean
PHOTO-ENGRAVINGS

When you Say -

CUTS

It's a short Cut to a long word.

WRIGLEY
ENGRAVING CO.

•Artists-Engravers-Electrotypers.
300 Rhodes Bldg.  ATLANTA.

Printing Plates for all
Advertising Purposes

The

POTATO
MAGAZINE

(Established 1918)

Potatoes are the farmer's ready-money crop—quick cash returns are sure. Better crops require close cooperation between growers and scientists, and Potato Magazine is the connecting link. It's the only publication of its kind in the field. Over 500,000 potato growers in America.

Advertising in
Potato Magazine
brings real re-
sults.

139 North Clark St.
CHICAGO, ILL.

How the Advertising Man Became a Hero of Romance

A Very Widely Discussed Topic Is Answered Herein with Great Perspicacity

By Isaac Anderson

CONSUMERS of recent periodical literature cannot have failed to note the sudden vogue of the advertising man as a hero of fiction. No issue of a present-day magazine is complete without a story of how the cub copy man, after everyone else has fallen down on the job, dashes off an inspired bit of copy which wins the approval of the agency's most important client, earns for the cub immediate promotion and a salary almost equal to what your favorite movie star is supposed to get, and last but not least, enables our hero to wed the girl of his choice.

AN OLD STORY IN GOLDEN RAIMENT

It is the old story of the cub reporter over again, but with a new setting. True, there are no such opportunities for exciting adventures and hairbreadth escapes as were afforded by the newspaper yarn of other days, but, on the other hand, there is the money "motif," which was sadly lacking in the parables of Park Row. Nothing else so appeals to the imagination of the average reader as to have the hero gather in great gobs of gold.

To find the explanation of this new tendency in fiction we must go back a few years to a time when advertisements, as a general rule, were much less attractive than they are now. Advertisers, becoming aware of this, felt that they had been wasting their money and were reluctant to do so any longer. It was distinctly up to the advertising agents and the periodical publishers to devise some means of making the public read the advertisements.

The advertising agencies began to look around for men who could produce copy that the public would really want to read. By offering

what then seemed fabulous salaries, they succeeded in luring some of the cleverest writers of the day, and these were set to work painting word pictures of "Tireless Tires," "Care-Free Carbureters," "Broom-Corn Breakfast Food," and the like.

The results exceeded all expectations. Magazine readers found themselves unable to ignore advertisements as they had hitherto done. They read them eagerly, and having read, went out and bought the tires, the carbureters and the breakfast foods so glowingly described therein. The manufacturers of these articles, gratified by the unprecedented demand for their products, were easily persuaded to invest a portion of their increased earnings in yet more advertising. The mediums and the agencies prospered, and, for a time, everyone was happy.

But only for a time. Editors soon found that their readers were beginning to turn to the advertising pages first, leaving the fiction and the uplift articles until later, or, worse still, neglecting them altogether. If this were allowed to continue, it would be merely a question of time when all the editors would be out of work.

Then one enterprising editor was struck by a brilliant idea. "If the public," said he, "is more interested in advertising than in fiction, why not give it fiction in which the advertising profession plays a prominent part?"

He tried it, and the circulation of his periodical increased by leaps and bounds. One by one, the other editors followed suit, until now they are all doing it.

And that, dear reader, although you may not believe it, is how the advertising man became a hero of romance.

How Prominent Advertising Men Got Their Start

Are Advertising Men Born? Or Made? Can Advertising be Studied?

By G. W. C.

IT used to be thought that advertising men were born—not made. That was before advertising had become a specialized profession. Today it is pretty generally conceded that advertising can be studied—just as man studies law, or medicine, or engineering.

Being interested in this subject, I started out the other day to interview a number of prominent advertising men to learn how they got their start. I was surprised to find out how many of them had secured their training through the International Correspondence Schools.

I found them in all the leading agencies. Every copy chief with whom I talked said that he always recommended the I. C. S. to men and women who were thinking of taking up advertising.

Mr. Frank E. Fehlman, former advertising manager of the Gossard Corset Company, and now president of Churchill-Hall, Inc., advertising agents, says:

"I unhesitatingly attribute my success as an advertising man to the International Correspondence Schools, and I hope that my experience may be of some assistance and help to those interested in entering the advertising business. I have recommended the I. C. S. course to many young men and women."

Mr. Robert E. Ramsey is another nationally prominent advertising man who got his start through an I. C. S. course. He became advertising manager of the Art Metal Construction Co., then editor of Advertising and Selling and is now director of Sales Promotion, Advertising and Publicity for the American Writing Paper Company.

Ben. J. Sweetland, of the Sweetland Advertising Agency; C. L. Whittier, of N. W. Ayer & Son; T. Harry Thompson, of Murray Howe & Co., New York; Gilbert P. Farrar, the well-known typographical expert; Miss Minnie E. Buzbee, of the Bank of Commerce and Trust Company, Little Rock, Ark., well known for her financial advertising—these are just a few of the hundreds of I. C. S. graduates who are making good in advertising.

One reason is the completeness of the course. It includes—

- Composition and Diction
- Punctuating and Editing
- Writing of Copy
- Fundamentals of Type
- Planning the Layout
- Proof Reading
- Engraving and Printing Methods
- Advertisement Illustration
- Mediums
- Retail Advertising
- Department-Store Advertising
- Advertising Letters
- Catalogs, Booklets, and Folders
- Direct Advertising
- Advertising Records and Systems
- The Advertising Agency
- Management of General Campaigns
- Technical and Trade-Paper Advertising
- Mail-Order Advertising
- Street Car Advertising
- Outdoor Advertising

By enrolling with the I. C. S. you will have something tangible to offer when you seek a position. If you are already in the advertising business, the I. C. S. course will speed you toward success.

I advise everyone interested in advertising to write for the 84-page book—"ADVERTISING—A Money Making Profession." It tells all about this fascinating business. It tells how other men have succeeded and why. It is a book that you will find both interesting and instructive. A copy will be sent to you free on request.

INTERNATIONAL CORRESPONDENCE SCHOOLS, Box 7151-B, Scranton, Pennsylvania

Without cost or obligation, please send me your 84-page book—"ADVERTISING—A Money-making Profession."

Name _____

Address _____

than it has been for years. It is: Small Profits; Quick Returns.

For most businesses it is a good prescription to-day; for some businesses it is the only cure.

Kuppenheimer's Conversion to Advertising Jonas Kuppenheimer, co-founder with his father of the clothing house which bears his name, who died

a short time ago, is an interesting example of a manufacturer who early in his business career opposed advertising and later became an enthusiastic exponent of it.

When manufacturers first began to advertise clothing to the wearer during the eighties, Mr. Kuppenheimer held that this was one product that did not lend itself to such exploitation. Style, the question of fit, and so many other factors entered into the sale of a suit of clothes that he did not see how advertising would do any good. In the last analysis, he argued, the sale would swing on the character of the merchandise and the ability of the retail salesman.

Strange to say, however, the arguments that this manufacturer used against advertising are the very points that later made advertising the greatest vitalizing force in the clothing trade. Mr. Kuppenheimer was an extraordinarily able judge of woolens. He developed a buying acumen that has seldom been equalled in that industry. Few persons, unless they give expert study to the subject, are able to pass on the worth of a piece of cloth. The wearer had to depend on the reliability of the dealer. But the retailer himself, as a rule, was not much better informed than the consumer. He in turn had to depend on the manufacturer. There was a great chance here for the ignorant or unscrupulous retailer and manufacturer to sell inferior merchandise.

This situation made it obviously advisable for the competent manufacturer who knew his fabrics to brand his merchandise. The brand

gave the consumer something to go by. When advertising established the trustworthiness of this brand, neither the wearer nor the retailer had to be judge of good materials. The consumer was no longer the easy prey of the high-powered retail salesman who substituted a suave vocabulary for a knowledge of the goods.

Thus advertising enabled Jonas Kuppenheimer to make his buying ability serve the consumer. What good would his wonderful knowledge of woolens have done if advertising did not tell the wearer of clothes how they could profit by Kuppenheimer's ability to select meritorious fabrics!

Why Condemn Co-operative Buying?

The proposition of collective buying by farmers, which has been discussed several times in *PRINTERS' INK* of late, seems to be working itself down to a fairly reasonable basis. Manufacturers and others who are so situated as to be able to cater to that kind of business would do well to look upon co-operative buying in a constructive way—as something that is capable of development.

It is quite the fashion these days to lambast the farmer, saying that he is a sorehead, not a good sport, and so on. He is criticised for his reputed hostility toward the local dealer—something, by the way, which is very much overdrawn—for his ability to get right next to the throne in Washington, no matter what party is in power, and for his habit of sleeping with one eye open whenever any of his interests are in danger.

In doing these things the farmer is only exercising the same heaven-born right that is used by the retailer, the manufacturer and everybody else, namely, the right to buy his goods where he can buy to the best advantage and to consider his own affairs as being about the most important in the list.

The fact is that the spirit of Jerry Simpson, Mary Ellen Lease and Senator Peffer no longer molds the farmer's thought. Many

smart people think so much of these picturesque personalities, and about such later-day agitators as Townley, that they regard any movement undertaken by farmers as likely to be a crazy, long-whiskered scheme soon to fall by the roadside. There have been plenty of this kind, of course. The country is littered with wrecks of co-operative stores. They are falling fast right now. In these strenuous times "isms" will not keep a business going. But the farmer, as a class, is proving his power as a business man.

Isn't it time, then, to stop complaining about what a crank the farmer is and to give him a voice in deciding the way in which goods should be sold him? Shouldn't business methods be elastic enough to get the farmer's support rather than everlasting trying to crowd something down his neck?

A study of methods like those employed by the Bernice Coal Company, of Chicago, can be inspirational and instructive. This company controls the output of several mines and advertises in farm papers and country newspapers. A few farmers can get together and order a car of coal at a saving. What is wrong with the plan from a business standpoint and who has a right to complain?

There is no intention here to indorse co-operative buying in any broad general way. But certainly it—and the whole farm selling situation—has some aspects that ought to be considered in a cordial spirit and with a willingness to learn.

The Danger of Having a "Model Dealer" A talk with several big manufacturers has convinced PRINTERS' INK that

some of them have "pet dealers." This would seem to be a dangerous habit. The danger arises when a manufacturer becomes accustomed to judging the intelligence, amount and variety of stock carried and general retail selling methods of the whole trade by

the intelligence and methods of a few of the best dealers.

The average consumer of the product doesn't know who are good dealers and who are the poorer ones. He reads his periodical or newspaper, is impressed with the value of a certain product advertised, thinks that its price is fair, and then goes around the corner to the nearest store which may carry the product. It may be to a drug store for hair nets, the local delicatessen store for a new food product, to the local hardware dealer for a new system of lighting, and to the nearest general or department store for a great variety of other things.

The manufacturer, on the other hand, may have been making his dealer helps and his big drives centre upon certain dealers in the field which is particularly his own. He has a definite picture in his mind of a certain retailer selling his product, judges the whole outlet for his product by the way he knows this man talks and the knowledge which he knows he possesses about the merchandise. Yet the men and women of his public know nothing about this particular dealer. They are impressed only by the product and go to the nearest outlet possible.

It would seem far safer to take occasional shopping trips to unexpected outlets which are not generally supposed to carry your product to find out what the retailers are really saying about your goods and how they are representing you to the public. Judging the whole class by the best dealer is a dangerous practice. It will often give a manufacturer a wrong slant on the way his merchandise is being presented to the consuming public.

Has Canadian Eden Electric Washer Account

The F. Albany Rowlett Advertising Agency, Toronto, has been appointed to handle the Canadian advertising of the Gillespie Eden Co., New York, maker of the Eden Electric Washer. The Canadian advertising of the Aro-Mint Company will also be placed through this agency.

CHINA'S PAPER MONEY IS MADE IN AMERICA

oo

THE popular idea is that China invented paper. Anyway, paper was made there when Europe [to say nothing of America] was as uncivilized as the interior of Brazil.

But the paper money of five provinces of China is engraved on paper made by Crane & Co., at Dalton, Mass. The Bank of China uses the same paper for its bank notes. It is CRANE'S Bank Note Paper, the most widely circulated business paper in the world.

100% selected new rag stock

120 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

EFFECTIVE USE of small
E space puts a big task
up to the typographer.

We have faith in our
ability to produce. We
take our own medicine.

Adv Agencies'
Service Company
Typographers

209-219 W 38th NEW YORK

Manitoba's 1921 Insurance Campaign

The life insurance underwriters of Manitoba are conducting a co-operative advertising campaign throughout 1921, the copy being 1,000 lines scheduled for newspaper insertion every other week. The copy is prepared by A. D. Anderson, secretary of the Winnipeg Life Underwriters' Association. It is illustrated, and presents life insurance appeals in a broad manner.

A similar campaign was conducted in 1920. The advertising had noticeable results, and there was an unanimous decision to continue it the current year.

The financial arrangement includes personal guarantees made by various provincial managers. Most of these in turn subdivide their guarantee among their salesmen.

R. B. MacFadyen with San Francisco Agency

R. B. MacFadyen, formerly a member of the copy staff of N. W. Ayer & Son, Philadelphia, has joined the copy staff of the Honig-Cooper Company of San Francisco.

Woodward Brown Joins St. Louis Agency

Woodward H. Brown, formerly St. Louis representative of Walton & Spencer, Chicago, has joined the Hartwig Advertising Co., Inc., of St. Louis.

Joins Scranton Agency

Mrs. Clara C. Squires, formerly director of sales promotion of the Women's Institute, Scranton, has joined the Swisher Advertising Service, of that city.

New Account with Fred Millis

The Fred Millis, Inc., advertising agency of Indianapolis, has obtained the account of the An Tex Specialty Co. Indiana and Ohio newspapers will be used.

VREDENBURGH-KENNEDY CO. INC.

ADVERTISING

171 Madison Ave. New York

Advertising in All Media

Personal Attention

Small Accounts Developed

Merchandising Cooperation

Prompt Efficient Service

Consult Us No Obligation



THE UNITED PRINTING CO.
Printers—Publishers—Bookbinders

330-332 W. Federal St. YOUNGSTOWN, O.



SLIDE-VERTIZE

The same screen that made CHARLIE CHAPLIN famous can be used to advertise your product.

"In The Public Eye"—booklet on screen advertising—is yours for the asking.

STANDARD SLIDE CORP.
209 W. 48th St., New York

Individualize Your Letterhead

Here is a new process that enables you to have YOUR OWN TRADEMARK WATER-MARKED into your letterhead.



- Adds distinction, originality and Individuality to your letterhead that makes a big impression.
- Costs you no more than any letterhead on good bond paper.

AGENCY SERVICE EXECUTIVES

when some client of yours wants something ORIGINAL and distinctive in a letterhead, suggest this idea to him.

Write for our Portfolio of Samples.

CLIMAX STATIONERY COMPANY

33 Sullivan Street, New York

PRINTERS

LITHOGRAPHERS

Offices in New York

Flatiron Building—About 3000 sq. ft. in the triangular corner on 11th floor. Fronts on 5th Ave., on Broadway and on 23rd St. Divided now into 8 private offices and 1 general office. All outside. 28 windows. Full office service. Building has six elevators. To be sublet to May 1, 1925.

Holland Building—Southwest corner 5th Ave. and 30th St. Opposite new Textile Building. 1900 sq. ft. on 2nd floor, facing 5th Ave. May be subleased for a two or three year term.

At Sensible Rentals

Loton H. Slawson
Company

171 Madison Ave., New York

The Little Schoolmaster's Classroom

THE Schoolmaster has often commented upon the necessity of "courtesy at the point of sale." Perhaps no one other thing has so much influence upon the standing of a big company as the way in which its goods or services are presented at the place where the company touches the public.

The obligation, moreover, works both ways. A man who is continually courteous amid a multitude of trials feels that it doesn't pay unless he gets a word of commendation once in a while. The bestowing of praise when thoroughly earned is as much a part of the duty of management as is criticism, and perhaps of greater effect in obtaining enthusiasm of a large force of men.

George Webber, of Fort Wayne, Ind., received recognition a short time ago for his courtesy, and it is a safe bet that the Pennsylvania Railroad in the Fort Wayne station will be well represented to the traveling public as long as he is on the job. The *Journal-Gazette*, of Fort Wayne, sends out one of its young men once in a while to bestow a prize upon the most polite man or woman he can find in wandering around the city.

On a recent Sunday this young man went around the town making all sorts of purchases that were possible on that day—soft drinks, cigars, magazines, etc. He asked questions of people. He watched two men collide in an effort to pick up another man's hat, and finally he dropped in at the place where the Pennsylvania Railroad is represented in Fort Wayne. The reporter says he was "smilingly greeted" by the attendant, Mr. Webber. He told Mr. Webber that he had lost his check and wondered if he could get his trunk without it. A careful search of the trunks within the big baggage room was made, the baggage man aiding the reporter in every possible way. The

reporter was then led to the platform, where a miscellaneous collection of baggage was found. Trunks were thrown around and every effort was made by the baggage man to find the patron's luggage, but to no avail.

"That's all the trunks we have here now," the baggage man finally said; "but if you will give me some sort of a description, I'll watch for it when it comes in."

The reporter then asked what the procedure was in a case of a lost check and this polite baggage man went into detail describing the manner in which a trunk is recovered. Not even a hint of impatience at any period of the interview was registered, as the inquisitive scribe plied the baggage man with questions. By the time he had been told about signing the required blanks and vouchers with a payment of fifty cents (he could get his fifty cents back after going through another form of procedure), the reporter decided that Mr. Webber deserved the prize.

In a big company like the Pennsylvania, employing thousands and thousands of men, this sort of politeness is a valuable asset to the corporation and the railroad knows it. In the Pennsylvania Railroad house-organ, called "Information," a large picture of Mr. Webber was run, with the details about his winning of the prize, together with a brief history of his service to the railroad. It is also almost safe to assume that if Mr. Webber had been ignored by his own company, if his extra service had been taken merely as a matter of course, he couldn't very well be quite so polite next time. It is the duty of management to see that politeness of this sort is encouraged and recognized, and the Pennsylvania Railroad is to be congratulated upon recognition of this basic principle in management.

The demonstrator of a popular



Oplex Signs Have Art As Well As Display

ARCHITECTS often insist that none but Oplex Electric Signs be placed on the beautiful buildings they design, because the *raised*, snow-white Oplex letters bring out the beauty of the architecture instead of detracting from it.

With the same exquisite grace an Oplex Sign perfectly presents a manufacturer's trade-mark and links it up to the place the product is on sale.

Oplex Electric Signs are the kind with the *raised* snow-white glass letters—perfect day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing an Oplex Sign to meet the needs of your particular business.

The Flexlume Sign Co.

Pacific Coast Distributors

Electrical Products Corp.
Los Angeles, Cal.

ELECTRICAL ADVERTISING
22 Kall Street, Buffalo, N.Y.

Canadian Factory

The Flexlume Sign Co., Ltd.
Toronto, Ont.

ASHLAND 1 7652

BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG - 175 FIFTH AVB
PLANT - PARTOLA BLDG - 100 WEST 21ST

Publication Printing

Let us estimate on your
daily or weekly newspaper

ELORE UNION PTG. CO.
33 First Street New York City

CUTTING THE COST of Publication Printing

is an easy matter with the very newest
labor-saving equipment and an up-to-
date printing plant. Let us estimate
on your publication and be convinced.

THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

Better Printing for Less Money

Good Printing—Good Service	Bulletins or Catalogs of Less Price
1000 Printed Real Lettersheads... \$1.50	1000 Circulars #4x6 up from... \$1.00
1000 Printed Envelopes 2 cts... 4.50	1000 Circulars 6 x 9 up from... 4.00
1000 Printed Envelopes 1 cts... 7.50	1000 Circulars 9 x 12 up from... 10.00
1000 Printed Business Cards... 1.00	1000 Circulars 12 x 18 up from... 15.00
1000 Printed Business Labels... 4.00	1000 8-Page Bulletins 20x24... 25.00
1000 Printed Stationery Sheets... 4.00	1000 8-Page Bulletins 6x9... 25.00
1000 Printed Post Cards... 1.00	1000 8-Page Bulletins 12x18... 25.00
1000 Printed Shipping Labels 2x4... 4.00	1000 8-Page Bulletins 9x12... 25.00

SAMPLES FREE
E. L. FANTUS CO. 525 S. Dearborn St. CHICAGO

Los Angeles—The largest city in the West

LOS ANGELES HERALD

The largest daily circulation in the West

MEMBER A. B. C.

Government Circulation Statement

April 1, 1921

143,067

It grows just like Los Angeles.
The Evening Herald goes into prac-
tically every home—covers the field
completely.

REPRESENTATIVES

New York: Chicago:
Herbert W. Moloney, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.

and heavily advertised cooking ac-
cessory sent fifteen women demon-
strators on the road. They re-
mained in one town a week,
working in collaboration with the
grocers handling the line.

An ingenious kitchen cooking
device was set up and many
elaborate dishes prepared, right in
the store, while customers looked
on. But the idea was rather old
and aroused no unusual enthu-
siasm.

Then the sales manager wired
instructions to all his field force,
with special recommendations re-
garding advertising in local news-
papers.

The Schoolmaster was present
when the new idea was worked
out—and the store was packed.
Pictures, in line, of various attrac-
tive dishes were used in con-
nection with the newspaper pub-
licity.

The copy went on to say that
those present, using or buying the
product, would be given either
portions of a recipe or a complete
cooked dish . . . as long as they
lasted.

This brought success.

Moreover, it brought a steady
increase in sales, as was imme-
diately testified to by the grocers
along the Demonstrator Trail.

* * *

The Schoolmaster commends
the attention of the Class to an
unusual window display idea used
by a Southern hardware merchant
to advertise a famous line of door
locks.

In this town there had been in-
numerable robberies.

The locks on a dozen or more
houses had been picked or broken
in one night and the papers were
filled with the alarming news.

For an entire week these rob-
beries continued, until there was
a near panic in the homes of those
who lived in the suburbs.

Then the window-display idea
was sprung.

The back of the window was
made to represent the side of a
house, with the door in the centre,
equipped with the advertised hard-
ware, including a special safety
lock for houses of this type.

What Is China Buying in the United States?

This question is answered by reprinting the manifest of one of the Shipping Board boats that touches at Shanghai, the *Tuscan Prince*, which unloaded its cargo at Shanghai on January 15, 1921:

Clocks, Pcs., 230.	Starch, Pcs., 40.
Dictaphone, Pcs., 36.	Tobacco, Prepared, Pcs., 30.
Leather, Artificial, Pcs., 11.	Baking Powder, Dz., 64.
Motor cars, Pcs., 14.	Canned Meats, Dz., 441.
Tanks, pccs., 3.	Canned Vegetables, Dz., 295.
Iron and Steel:	Catsup, Dz., 194.
Nails, "Pcs., 270.	Mirrors, Dz., 11.
Iron and Steel; Galvanized:	Oil, Engine, Gall., 3,420.
Sheets, Plain, Pcs., 9.	Paint, Green, Gall., 72.
Wire Netting, Pcs., 13.	Paints, Unsanded, Gall., 3,370.
Chesse, Pcs., 6.	Vaseline, Gall., 1,902.
India, Paste, Artificial, Pcs., 40.	Glass, Windows, over 22 oz. in weight.
Leadfoil and Tinfoil, Mixture, Pcs., 1,287.	per square foot, Sq. ft., 17,322.
Paints, Unclassed, Pcs., 516.	Glass, Plate, Unclassed, sq. ft., 1,823.
Paper, Cardboard, Pcs., 46.	Cigarettes, Mill., 57,030.
Paper, Enamelled, Pcs., 32.	Cigars, Mill., 20.
Paper, Writing, Pcs., 3.	Dyes, Aniline, Hk. Tls., 2,196.
Pitch, Pcs., 84.	Machinery, Hk. Tls., 75,571.

*Pcs. is a Chinese weight unit, equivalent to 133 1-3 lbs. in America.

Hk. Tls. is equivalent to about 70 cents United States currency.

This is merely a sample of what China is buying in America. To take another boat, the *Agamemnon*, which unloaded its cargo on the Shanghai Bund on January 17, we find the following from among some 39 different items: Printed cotton goods, expanded metal, celluloid sheets, lard, rubber packing, writing paper, cameras, motor trucks, typewriters, shoes, slippers, dyes, a dozen different kinds of machinery, flour, scales, seven items of railroad equipment, hosiery, malted milk, and lubricating oil.

How any manufacturer can read this list of products and still consider it unnecessary to advertise in China is almost beyond human understanding. If you want to know more about this great market and how to reach it, communicate right away with

Millard's Review of the Far East

J. B. POWELL, Editor and Publisher

New York, No. 1 West 34th St. Chicago, 7157 Yale Avenue Shanghai, 113 Av. Edward VII

Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 19,500 Daily

Flat Commercial rates 6 1/2 cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



CLASSIFIED ADS. PAY WELL

YOUR ADVT., 4 LINES, LARGER SPACE, PROPORTIONALLY. List No. 1-150 dailies and weeklies, \$12. List No. 104-11 strong California dailies (881,000 circ.), \$10.40. No. 112-10 famous Illinois dailies (1,100,000), \$9.55. No. 125-10 Missouri winners (1,244,000), \$8.16. No. 202-80 Pennsylvania papers, \$10. No. 203-100 daily and weekly papers in central states, \$10. No. 205-200 five Wisconsin papers, \$20. No. 217-90 Indiana newspapers, \$9. MANY LISTS, proved circulations, verified insertions. New edition of our AD PARTNER (catalog) mailed free. Write, call or 'phone NOW. Or cut this ad out and keep it.

SCOTT & SCOTT ADV. AGENCY 220 W 42 ST
NEW YORK CITY.

"If it's EXPORT it's not FOREIGN to us"
Millsco Agency, Inc. 432 Fourth Avenue, N.Y.

Facts in Business-Building. Get Our Booklet.

ASK

The Search - Light
Anything You Want To Know
—FOUNDED IN 1895—

For business expansion—reliable information. For educational publicity—expert presentation. Our staff of practical business researchers, economists, statisticians, historians can serve you either in writing or by telephone. Specialized bulletins—classified reports, records, articles, clippings, pictures—all submitted. Methods tested by 25 years' experience. Industrial History.

EGBERT GILLISS HANDY

Founder-President and Executive Chairman.
Francis Trevelyan Miller, LL. D., Litt. D.
450 Fourth Avenue, New York. Editor-in-Chief



CAPITAL TRADE MARK
and
COPYRIGHT BUREAU
REPRESENTATION ALL OVER THE WORLD
WASHINGTON, D.C. - WARDER BLDG.

PROTECTS

your trade-marks and labels by
registration and copyright within
the U. S. or abroad. A highly
trained corps of specialists.
Send for New Bulletin

furniture: 50 to 90%
of all purchases are made by women

I AM A WOMAN

My home is my workshop

Madeleine Kelly Purcell, Advertising
348 West 118th St. New York
Furniture Men—Send for Novel Folder



Will You Go On It?

Cobe Service, 31 N. Michigan Ave.
CHICAGO

Send for monthly
proof sheet of
**Skeleton
Cuts**

PATENTS

AMAZING EQUATIONS ON PATENTS, TRADE MARKS, ETC., SENT FREE. OUR 74 YEARS OF EXPERIENCE, EFFICIENT SERVICE, AND FAIR DEALING, ASSURE FULLEST VALUE AND PROTECTION TO THE APPLICANT. THE SCIENTIFIC AMERICAN SHOULD BE READ BY ALL INVENTORS.

MUNN & CO., 659 Woolworth Bldg., N. Y.
Tower Bldg., Chicago, Ill., 625 F St.,
Washington, D. C. Hobart Bldg., 582
Market St., San Francisco, Cal.

Standing in a crouched position before the door was a typical burglar, black handkerchief over the lower part of his face, cap pulled down over eyes, and a general air of daredevil mischief.

But he held a flashlight in one hand, and its light fell upon the lock. Signs went on to explain that Mr. Burglar had met his match. There would and could be no burglary in this home. It was amply protected.

After dark, the display gained effectiveness, of course, and even by day great crowds were always around the window. The scheme sold locks.

* * *

A unique idea has been incorporated in a booklet issued from a Southern winter resort, and the Schoolmaster prizes it as a valued addition to his library.

Everyone in the town was invited to contribute to the brochure. At all hotels, leaflets were distributed stating that guests were at liberty to submit original snapshot photographs of striking scenes at the resort, to serve as illustrations for the proposed book.

The response was immediate, and far more than enough material was soon collected to fill a dozen brochures.

But here is where the plan worked to perfection. Previously all photograph pictures had been most prosaic. The same old theme had been run, season after season.

Now came new pictures, unusual pictures, sporting and outdoor photographs that could have been secured in no other way.

It is the best, the most humanly illustrated resort booklet the Schoolmaster has seen in many a day. The idea is worthy of continued use.

CANADIAN ADVERTISING

CALL IN
SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTRÉAL

Six Cleveland Shoe Shops Advertise Their Street

East Sixth Street in Cleveland, O., is being given a new name by advertising. Six retail shoe dealers of East Sixth Street have joined together in a co-operative campaign for the purpose of advertising this street as "Shoe Street." These stores, handling nationally advertised products, are: the Regal Shoe Company, The Nettleton Shop, Ralston Boot Shop, The Kelley Bootery Co., selling Chas. Cort Shoes for Men, Dr. A. Reed Cushion Shoes and The Stetson Boot Shop.

An indication of the manner in which the campaign is being handled can be had from the following quotation of one of the advertisements:

"Within one short block—from Euclid Avenue to Superior—East Sixth Street has become 'Shoe Street'—the Maiden Lane of Cleveland's Shoe business. Here you will find exclusive 'shoe shops' where quality and style are first considerations, and where price is moderately consistent with quality. Shoes of national reputation—shoes that have 'made good' for years—shoes that will give you the utmost satisfaction—are the kind of shoes you'll find on 'Shoe Street.'"

"Shop on Shoe Street" is, of course, the slogan of the campaign.

H. C. Cobb with "The Potato Magazine"

H. C. Cobb, for several years on the selling staff of *National Farm Power*, has become vice-president and business manager of *The Potato Magazine*, of Chicago.

Joins Johnston-Ayres Agency

Irving S. Johnston, recently with the N. W. Ayer & Son, has joined the Johnston-Ayres Advertising Agency in San Francisco.

Quick action and big money rules the petroleum industry

It's an inviting market you can cover effectively with

PETROLEUM AGE

(Monthly)

20 W. Jackson Boulevard, CHICAGO
56 W. 45th Street, NEW YORK
130 S. Fairmount St., PITTSBURGH, PA.
Write for sample copy, rates and market data
Applicant for Membership in A. B. C.

LAUNDRIES
are big users of
MOTOR DELIVERY TRUCKS
Reach them through the
National Laundry Journal
120 ANN ST., CHICAGO
Member of the A. B. C.

GAS COMPANIES

are making up for a buying fast by buying fast now.

THE GAS RECORD

reaches almost every gas company. Largest INDIVIDUAL paid subscriptions. 91% circulation of executives.

Sample copy and market data on request.

20 W. Jackson Boulevard, CHICAGO
56 W. 45th Street, NEW YORK

Member A.B.C. and A.B.P.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.
Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

American Lumberman

Est. 1873. Chicago

The Largest Paid
Circulation in the
Lumber Field.

MEMBER A.B.C.

The NOTION and NOVELTY REVIEW

The leading trade journal in the world devoted exclusively to Notions, Novelties, Fancy Goods, Art Needlework, etc.

1170 Broadway New York

SHIP BY EXPRESS??

Keep posted on the Express Business by subscribing to the ONLY Express Paper. Save TIME, MONEY AND TROUBLE in your Express Shipments. Treats of Claims, Proper Packing, Legal Difficulties, Rate Changes, New Classifications, etc. A Necessity in every Business Office. One year \$2. Subscribe today.

THE EXPRESS GAZETTE

51 Broadway, New York City

"Concrete"

COVERS THE CONSTRUCTION FIELD

ABC — ABP

NEW TELEGRAPH BLDG.

DETROIT

An Art Director Plus

A MAN who knows layout and typography; engraving and printing; photography, color and art as applied to advertising, desires to meet principals only, with the object of assuming a directorship.

When the occasion demands, can finish up drawings in any medium, having to his credit a long list of advertising productions.

A \$10,000 man for a growing agency in New York or vicinity—not in a hurry to change, but ready now to talk it over.

ART DIRECTOR,
BOX 286, CARE PRINTERS' INK.

Available as Editor or Editorial Representative

A young man of 35 with a unique and valuable experience on industrial and trade magazines desires to establish a new connection with a Chicago publication or to serve as Chicago representative of an outside publication. He will bring with him broad ideas for interesting readers, gained from several years' training on the leading industrial journals. Address

E. G., 5245 N. Bernard St., Chicago.

Executive Wanted

—as Director of Sales and Advertising. One of our Milwaukee clients has real opportunity for man with record of achievement. Auto accessory, nationally advertised—present output 4,000 daily. Experience in accessory field essential. Acquaintance in jobbing trade desirable. Should be under 40. Salary will interest big man. State age and record in first letter, which will be considered confidential.

KLAU-VAN PIETERSOM-DUNLAP, Inc.
Manhattan Building, Milwaukee, Wis.

Critchfield Adds to Staff

W. L. Agnew has become copy director of Critchfield & Company, Chicago. He formerly served with Henri, Hurst & McDonald in a similar capacity, and before that was with Lord & Thomas and later advertising manager of the Hudson Motor Car Company.

Another addition is William E. Prickett, who becomes art director. He formerly was with the H. Walton Hegstra agency and Erwin, Wasey & Company, of Chicago, and before that was with Frank Seaman, Inc., and the Erickson Company in New York.

New accounts recently secured by Critchfield & Company include the North Ridge Brush Company, Freeport, Ill.; Johnson Biscuit Co., Sioux City, Ia.; Lake Superior Loader Co., Duluth, Minn.; M. & K. Corset Co., Jackson, Mich.; Thorpe Bros., Minneapolis, Minn.; the Canute Co., Milwaukee, Wis.; Tegeler Machine Works, Minneapolis, Minn.

Haig & Haig Advertise Charitable Institution

Haig & Haig, Ltd., London, well known in this country in other days, recently gave over their regular advertising space in a British publication to further the financial needs of an old-established London charitable institution, the Royal Waterloo Hospital for children and women.

The managing director of Haig & Haig, who is a life governor of the Royal Waterloo Hospital, in this advertising, said that the board of directors of his company had authorized this advertising, were supporting the charity by personal contributions, and were also offering to send *free* to the first twenty-five donors of twenty pounds or upwards one case of their famous whisky.

Booksellers' Association Show Interest in Advertising

Among the resolutions adopted at the convention of the American Booksellers' Association at Atlantic City last week was that authorizing the continuance of the appropriation of \$1,000 to the national advertising fund of the American Publishers' Association.

New Chicago Advertising Firm

A. J. Straub, formerly promotion manager of the Audit Bureau of Circulations, and before that connected with Henri, Hurst & McDonald, Chicago advertising agency, and the Maytag Company of Newton, Ia., has organized a Chicago advertising firm to be known as Straub & Wright. Mr. Straub will be president and E. J. Wright, treasurer.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ARTIST

Splendid opportunity for a figure man having bold, contrasting style, for newspaper production; state experience. Box 684, Printers' Ink.

Wanted—Photo Retouchers on mechanical work. Steady position for only first-class men. Write, stating pay expected, and samples of work. Dowd, Wyllie & Olson, Inc., P. O. Box 649, Hartford, Conn.

Chicago Representative for New York Trade Publication—Part-time proposition. Twenty-year-old paper, member A. B. C. and A. B. P. Commission basis. State qualifications fully. Address Box 638, care of Printers' Ink.

ADVERTISING MAN

Young New York agency wants a man who can sell advertising on a basis of close co-operation and personal service.

The right man will be given every opportunity to give full play to his individuality and initiative. Box 643, P. I.

MANAGER EXPERIENCED OF CANVASSERS

We are a firm selling high-grade dress materials through women agents in towns of 2500 and over. We have an opening for a sales manager who has had years of experience in agency work. A person who knows how to select and train general agents or "travellers" and how to route them economically. Prefer one who has managed women agents. Do not apply if your experience has been with cheap merchandise. State experience and salary wanted. R. B., Box 108, Station F, Manhattan.

Advertising Department of a leading weekly of national circulation—already large and still growing fast—offers a real opportunity to the man who can satisfactorily fill a position now open as representative. Successful selling experience on a magazine, where contracts run into large figures, is necessary. The man who can fill this position is a real constructive salesman—not an order taker—who has his reputation to make and is not living in the past. He is a man who can appreciate an opportunity and a future and is willing to prove his ability by results—on which his salary will be based. Location, New York City. All correspondence held strictly in confidence. Now sell us by letter and you'll get your interview. Box 648, P. I.

Capable Manager for Western agricultural publishing business. Prefer one with thorough knowledge of circulation methods and capable of making some investment. An unusual opportunity. Give full particulars as to your career in first letter. Address Box 631, P. I.

Wanted—Big-calibre Advertising Salesman by nationally-known firm. Preferably man experienced in selling syndicated advertising. Excellent territory open. Straight commission with liberal drawing account. Give full experience and information regarding yourself in first letter addressed Box 636, P. I.

Salesman—NOTIONS

MANUFACTURER of high-grade Nationally Advertised notion item requires experienced salesman to take charge of New York Branch Sales Office, and to cover New York trade—jobbing and retail. Please state age and experience. Replies strictly confidential. H. W., Box 651, PRINTERS' INK.

A Partner

with energy, initiative and \$5,000 is wanted in small Southern daily by young publisher.

Splendid field, two of us can put it over in fine style and proposition will be worth five times what is put in it. State what part of work you would take over; give age and experience. Box 639, care of Printers' Ink.

PRINTING SALESMAN

An interesting proposition will be submitted to a man who is in contact with large users of circulars and catalogs. The proposition is one well worth considering; the possibilities are good and there is an opportunity of doubling your income without affecting your present connection. To save time, telephone for an appointment. Vanderbilt 6444. Julius Klausner, 280 Madison Avenue.

WANTED

ASSISTANT SALES MANAGER
The Sales Manager of a large Eastern Manufacturing Company is looking for a young man to assist him, a young man who is ambitious, energetic and clean cut, who has had experience in dealing with the Hardware wholesale and retail trade, who is willing to work hard and who can take advantage of an unusual opportunity. Please give full details regarding business experience, education, age and salary required in first reply, and forward replies, care Box 640, P. I.

FAILURES!

We have tried out three supposedly good solicitors and given them \$50 a week against a liberal commission, and, despite the fact that they were soliciting for a high-grade daily society publication with no competition, they had the pleasure of drawing down their \$50 without producing practically any business.

The publication is more than paying expenses through contracts that have come in by mail, and a real solicitor with any acquaintanceship in New York can make a handsome living with very little effort.

Advertisers we have are the highest-grade Fifth Avenue shops, and every shop on Fifth Avenue, or nearby should be steady users of our advertising space.

We are through being "easy marks" and not interested in any propositions to give a drawing account until ability is proven, but will discount contracts secured, promptly at the end of the month on basis of 33 1/3% commission. If applicant makes good, there is a chance to secure an interest in the business on a co-operative basis.

Write Box 632, care of Printers' Ink.

MISCELLANEOUS**FOR SALE CHEAP**

Set of Sherbow's Type Charts in good condition. Post Office Box 74, Times Square Station, New York City.

Trade Publication Printing

Well-equipped New York City plant, established twenty-five years, can handle two or three monthly trade publications. Assured saving over present production cost. A-1 references from trade publishers now using our facilities. Address W. Box 635, care Printers' Ink.

FOR SALE—Established Bank Poster Service—suitable addition to activities of small agency or specialists. \$3,500. Large part returnable on contracts in force. Box 661, care Printers' Ink.

BUSINESS OPPORTUNITIES

CAN OBTAIN LOANS FOR PRINTERS ON REASONABLE TERMS. REALTY, BOX 633, CARE PRINTERS' INK.

Create More Printing Orders by showing your customers the value of a house organ. We offer a complete house-organ service to printers. Write for information and samples. E. A. Buckmaster, Appleton, Wisconsin.

**INCORPORATION IN ARIZONA
COMPLETED IN ONE DAY**

Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. Stoddard Incorporating Co., 8-T Phoenix, Ariz.

Addressograph Equipment for sale, consisting of hand graphotype, electric drive Addressograph, 5,000 new Model "C" plates, stencil drawers, cabinet, etc. John A. Schwarz, Inc., 838 Broadway, Brooklyn, N. Y.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

DESIGNS FOR SALE—35 very attractive designs for Christmas cards, with plates. A splendid opportunity for Printing Shop to establish a good business and keep presses busy during slack time. Additional designs furnished if desired. Box 652, Printers' Ink.

FOR RENT—Office to sublet, Madison Ave., near 34th St.; part or all, 500 sq. ft., 1,000 sq. ft., 2,000 sq. ft. Particularly desirable for small advertising agency or publisher's representative. Partitions installed can remain. Address Executive, Box 656, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.,
New York City

A Complete Elliott Addressing Outfit consisting of one addressing machine, one stencil-cutting machine (both motor driven), six stencil cabinets with trays for stencils. All in first-class condition. Inspection and offer invited. Geo. W. Harvey, 6 East 39th Street, care of Aldrich Publishing Company.

POSITIONS WANTED**ADVERTISING MANAGER**

To a manufacturing company publishing a house organ I offer my training as a competent and successful trade-paper editor, who on the side has studied advertising, written copy, sold space and who knows trade-paper media from having worked on the inside. Box 659, care of Printers' Ink.

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ADVERTISING ASSISTANT—Age 25, thoroughly experienced—production, system, correspondence, routine; creative merchandising ideas, house organ. Box 641, Printers' Ink.

YOUNG MAN—LAYOUT AND FINISHED ARTIST (5 years' agency and free-lance), NATIONAL ADVERTISING EXPERIENCE—SEEKS CONNECTION. Box 642, Printers' Ink.

ARTIST

Layouts, pen and ink, also strong in colors—agencies and studio experience—desires full or part time position with reliable firm. Box 649, Printers' Ink. Sales Manager, resigning to open sales office, wants mill account, Maryland and adjacent territory. Commission basis; guaranteed drawing account. Address: 506 Emerson Tower Bldg., Baltimore, Md.

Advertising Opportunity—Young chap, age 26, with intensive general agency training wants to locate with agency department or publication in Chicago.

Box 662, Chicago office, Printers' Ink.

Mail-Order Writer—Versatile, creative writer with 5 years' experience in newspaper, magazine and direct-by-mail advertising. Agency and manufacturer. Age 25. Box 657, Chicago office, Printers' Ink.

Circulation Man—Thoroughly trained as copy writer and correspondent in a large publishing house will accept responsible position on circulation staff of publication in or near New York City. Box 630, Printers' Ink.

ADVERTISEMENT

Young man with six years' experience wishes position with advertising concern. Graduate of Temple University, class of advertising, Philadelphia. Desires position in Philadelphia. Box 646, Printers' Ink.

Advertising Assistant—Live wire, American, 26; knowledge of layouts, lettering, production sales letters, booklets and catalogs, seeks opportunity to learn real advertising. I. C. S. student with previous technical education. Salary moderate. H. C. Kneezel, 605 W. 137th St., N. Y. C.

Available: Advertising Manager—Ten years' experience. For several years advertising manager large cream separator and milking machine manufacturer; previously associated with The Nelson Chessman Advertising Co., Marshall Field & Co., Hart Schaffner & Marx and Sears Roebuck & Co. Now employed, but seeking bigger opportunity with either manufacturer or advertising agency. Box 645, Printers' Ink.

CLASS JOURNAL CIRCULATION MANAGER

who understands how to build a buying-power circulation and direct the detail work to obtain it, wants position. Ten years' experience. Sold subscriptions by personal solicitation; prepared mail campaigns; originated new methods of stimulating renewals; familiar with A. B. C. requirements; good correspondent; general trade-paper knowledge acquired with paper 38 years in its field. Good health, married, 30 years old. Available June 15. Address Box 647, care of Printers' Ink.

Advertising Man—(30), ideas, clever copy, expert photographer, thorough theoretical knowledge blockmaking, printing, newspaper experience, any position with agency; salary secondary. Box 653, P. I.

YOUNG MAN, employed by a commercial art concern, wishes to connect with a reliable advertising agency. Somewhat versatile in illustrative ideas, layouts and typographical arrangements. Well educated and some ability as a writer. Moderate salary. Box 644, Printers' Ink.

Traveling Salesman Available Territory, New England States. Young man with ten years' Sales and Advertising experience offers services to manufacturer or merchant whose business is modern and expanding. Address "Sales," Post Office Box 1635, Boston (2), Mass.

SALES PROMOTION MAN—Four years with leading manufacturer as assistant promotion manager, house-organ editor, salesman and investigator. Now at liberty. 24 years old, single, Christian, college trained. Salary secondary to opportunity. Box 660, Printers' Ink.

Right Man—Wrong Pew

Present job has no possibilities. Do you need copy, layout, idea man with ten years' national agency experience? Age 35. Will start at \$60 if a better future is not too far off. Box 650, P. I.

Editor—Thorough knowledge of all phases of publishing. Successfully managed retail trade paper for three years. Background printing, reportorial, make-up and advertising experience. Not "out of job"—looking for a bigger opportunity where initiative and energy are required to build a permanent and worth-while connection. Box 658, care of Printers' Ink.

The Art Director of one of the foremost publishers in America desires to make another connection. He has fifteen years' experience of art management, both in the United States and England, and is an expert on black-and-white and color engraving, lithography and printing. He has a thorough knowledge of advertising requirements, has a facile pen and is, incidentally, an artist, but not a "tame" one. He would appreciate an interview with anyone whom this advertisement may interest. Box 637, care Printers' Ink.

Junior Executive—office manager or assistant to sales or advertising manager. 27 years of age, single, exceptional qualifications and unquestionable character. College and Graduate School of Business Administration graduate—specialist on automobile tire and rubber footwear advertising and sales promotion. Ambitious, hard worker, desires opportunity with future. Ability and experienced in handling men to get results. Salary \$3000, but will accept an interest in the business as part of salary. Available June 15th, 1921. Best of references furnished. Address C. A. M., Box 634, care of Printers' Ink.

Table of Contents

PRINTERS' INK, May 19, 1921

Advertiser Shows Retailers How to Do 58 Per Cent of Their Business in Off Months.....	John Allen Murphy	5
What the United Cigar Stores Company Has Accomplished in Twenty Years.....	C. P. Russell	17
New York Advertising Club Has Honest Advertising Trophy.....		25
Using Modern Advertising to Increase Ocean Travel.....	Edward T. Tandy	33
How to Capitalize the Contest Instinct of Your Salesmen.....	S. C. Lambert	41
A Manufacturer's Views on the Revivification of Our Commerce.....	E. M. Herr	53
Are High Rents Responsible for Slow Sales?.....	Christopher James	61
Does Consignment Selling Offer Manufacturers Any Help?.....		64
Getting the Manufacturer's Trade-Mark "Inside".....	Roy W. Johnson	73
The "Advertising Man"—An Estimate.....	C. M. Lemperly	81
Association of National Advertisers Meets.....		93
Keeping the Factory Busy by Demonstration Sales.....	Martin Hussobee	101
Who's Getting Those Orders?.....	John Y. Beaty	103
Making People Think "Memorials" Instead of "Gravestones".....	C. B. McCuaig	110
The Mail-Order Advertiser's Flood of Personal Letters.....	John T. Bartlett	117
The Sales Merit of the Guarantee.....	A. L. Townsend	122
Apply the Rule of Reason to the Standardized Sales Talk!.....		133
How Braxton Centres Attention on Belt, Rather Than Buckle.....		136
Dealer Helps That Don't Hinder.....	Roy Dickinson	145
Jewelry Trade Welcomes "Printers' Ink" Model Statute.....		158
Visualizing the Cost Drop		181
Programme for National Convention of Associated Advertising Clubs.....		184
Editorials		222
A Contract Is a Contract—A Modern Symbol S. P. Q. R.—Kupenheimer's Conversion to Advertising—Why Condemn Co-operative Buying?—The Danger of Having a "Model Dealer."		228
The Little Schoolmaster's Classroom.....		228

What is the most significant advertising development of 1921?

—see June SYSTEM
pages 864, 865



FIIFTY-SEVEN years ago Lyon & Healy opened a musical instrument store in Chicago and began advertising it in The Chicago Tribune. During all the intervening years The Tribune has been the backbone of Lyon & Healy's advertising.

The musical instrument business has been hard hit in 1921, but this great firm adopted the slogan "1921 Will Reward FIGHTERS" and advertised in The Tribune more heavily than ever. They had used 140,000 lines in 1920. They have been advertising at the rate of more than 200,000 lines a year since January 1.

Most of this copy has been in the form of full pages offering pianos. *As a result Lyon & Healy have had the largest piano business in their history, not only in number sold but in money.*

Fifty-seven years of continuous advertising plus a smashing series of full pages when depression threatened—that is the kind of fighting which will be rewarded in 1921.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest Morning Daily Circulation in America